

# PRINTERS' INK



A JOURNAL FOR ADVERTISERS

VOL. CLXV, No. 11

NEW YORK, DECEMBER 14, 1933

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## Cause for *Effervescence*

IN PLANNING the J. C. ENO, Ltd., advertising for 1931 we made the discovery that the airways were entirely free of competition. No product like ENO was on the air, or ever had been. A virgin field!

But the air was full of programs, good programs. We must avoid competing for attention along usual lines.

Our connection with radio broadcast advertising dates from the first chain commercial broadcast ever put on the air—a pioneer feature which we conceived, planned and placed.

Our radio staff, built up from this modest beginning, is a highly talented one, specializing in the art of creating, writing and directing entertainment especially planned to sell through the medium of radio.

They discovered another virgin field—detective drama. Its appeal was universal. Young, old, rich, poor—every one likes a creepy, fascinating detective mystery. And so, with a distinctive program featuring "ENO CRIME CLUES"—ENO is on the air.

In 1931 ENO sales made an enormous jump. 1932 was sensational. 1933 is well ahead of 1932.

**N. W. AYER & SON, INC.**

*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York    Boston    Chicago    San Francisco    Detroit    London

## LIQUOR ADVERTISING

—In Boston the Herald-Traveler is the preferred medium for the advertising of liquor manufacturers.

History repeats.

Each new industry in the past decade has entered the Boston market relying primarily on the Herald-Traveler for its successful introduction. It was so with the radio industry, the oil burner, the electric refrigerator.

It is so with the leaders in the liquor field. Throughout November, when manufacturers first began to "sell" their institutions to the public, through December 9 more space devoted to liquor advertising has appeared in the Herald-Traveler than in any other Boston newspaper either on a six or seven day basis.

# BOSTON HERALD-TRAVELER



For six consecutive years the Herald has led all Boston newspapers in volume of total paid advertising.

# PRINTERS' INK

NEW YORK, DECEMBER 14, 1933

## This Week

FTER a hectic two-day hearing in Washington last week, it became apparent that Senator Copeland, chairman of the Senate Sub-Committee considering the so-called **Tugwell Bill**, is vigorously against the measure in its present form. This emanation of the brain trust will be re-written in spots and the hearings (executive sessions) will resume on December 20. "It is abundantly clear," writes PRINTERS' INK's Washington editorial representative, "that the objective of the Tugwell Bill is deliberately intended 'to end the value of advertised brands, to wipe out the value of trade-marks, to eliminate patent protection.'" In other words, it fights legitimate profits.

\* \* \*

Too often the major consideration in the mind of a manufacturer who contemplates bringing out a new model is price. He will produce something, he decides, that will sell for less than anything like it on the market; and it *will* sell because it will bear his well-known name. His mistake—and often such a policy actually is a mistake—lies in forgetting the dealer. A dealer who doesn't profit doesn't re-order. From the experience of his own company, Maxwell V. Miller, general sales manager of the Royal Typewriter Co., Inc., concludes that the major factor in introducing a **new product** is that matter of **dealer profit**.

\* \* \*

Offhand, it would seem that at least one of the purposes of a Bureau of Animal Industry would be to extend and aid at least a modicum of comfort to the producers of meat products. But that just shows you how astigmatized an offhand notion can be. Anticipating,

apparently, the time when the Secretary of Agriculture may exercise censorship under the Tugwell Bill, the Bureau of Animal Industry tries its own little hand at censorship—and with results highly ludicrous. Stupid and ineffective as the bureau's effort was, the attempt **may** foreshadow other efforts on a broader scale. The matter is discussed in this week's leading editorial: **Censorship? We Have it Now!**

\* \* \*

"Our inventory was completely exhausted. . . . Our original production order has been increased several-fold and at present three seven-hour shifts in our Minneapolis plant are working to supply the demand for Trays and Toastmasters." Thus testifies K. C. Gifford, sales manager of the domestic appliance division of the Waters Genter Company. Mr. Gifford reports the results of a merchandising campaign in which was applied a **help-yourself idea to advance sales**.

\* \* \*

Surpassing the achievement of the neglectful individual who lost a bass drum, could you lose a drug store? Or, to make the contest really worth while, could you misplace 1,508 drug stores? The answer lies in how you read statistics. Applying his analyzer to the 1930 Census of Distribution, G. O. Gooding demonstrates how that mountain of mathematics may be mined to **unearth hidden sales outlets**.

\* \* \*

Nearly every purchasing agent has been called a variety of things. But it seems safe to assume that no salesman ever has characterized any p.a., privately, as a blank-

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blank-and-blank hardware dealer. Yet the Geo. Worthington Co. has found that purchasing agents and hardware dealers have so much in common that, with adaptations, the same **educational campaign** can be made to work on two fronts.

\* \* \*

Once more **Henry Ford** brings out new models and once more he promises a large and continuous advertising campaign. He has done this in the past only to let the campaigns peter out. This time, according to informed Detroit gossip, he intends to stick to his guns.

\* \* \*

According to the viewpoint of one

**Fifth Avenue retailer**, the national advertisers of the United States have been mere pikers compared to the men who sell their products. He believes that if they had advertised as aggressively as their dealers they would not be complaining half so greatly about lack of business.

\* \* \*

**Life Savers** market gum \* \* \* **Ruppert Beer** account changed \* \* \* **Advertising Review Committee** gets new chairman \* \* \* **J. David Stern** buys New York *Evening Post*, drops tabloid size \* \* \* **Alexander Legge** dies \* \* \* **Advertising Agencies Institute** announces further plans \* \* \* **Equipment sales** go up.

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## Silver Lining Department

The December 9th New Yorker  
carries 76  $\frac{1}{3}$  pages of advertising.

This is the biggest New Yorker  
since 1930.

### ADD SILVER LINING DEPARTMENT:

*Orders now entered for the final two  
issues of 1933 indicate that the total  
advertising volume for the year will  
outrun 1932 by at least 85 pages.*

THE  
**NEW YORKER**  
25 WEST 45th STREET  
NEW YORK CITY

# Tugwell Bill Would End Value of Brands and Trade-Marks

Amazing Objective Uncovered as Brain Trust Desperately Fights at Washington Hearing

By Chester M. Wright

Washington Editorial Representative, PRINTERS' INK;  
Editor, International Labor News Service

**C**ONFISCATION of many millions of dollars in private property must follow enactment of the Tugwell Bill in its present form, regulating the manufacture and sale of food, drugs and cosmetics.

In the hearings held Thursday and Friday last week in Washington this burst forth just as the sessions were about to close.

After a large group of witnesses had driven horses by twos, fours and sixes through the measure in a half dozen places and just as adjournment to December 20 was approaching, someone in or out of the Department of Agriculture sought to strengthen its battered ramparts by hurling a taxicab full of witnesses into the breach.

Through these witnesses it was made abundantly clear that section 22 of the Tugwell Bill, providing for so-called voluntary inspection, is intended—and deliberately so—to end the value of advertised brands, to wipe out the value of trademarks, to eliminate patent protection and generally to smash like a cyclone through the great structure of private ownership and private enterprise.

Later there were privately expressed observations to the effect that men have a right to seek destruction of the capitalist system, or the profit system, or whatever it may be called; but that if they do so they ought not to seek the result by indirection, and the issue ought to be open for discussion with all cards on the table.

No more sensational effort has yet been made in any responsible quarter to bring about annihilation of private property than seems to be contained in the Tugwell Bill, nor has there been any effort more subtle, for this provision would

compel industry to write its own death warrant, to fall upon its own sword, under the guise of "voluntary" inspection.

[EDITOR'S NOTE: See testimony of Charles C. Parlin, on page 98.]

Here was a picture of benevolently autocratic Uncle Sam, not only putting out a complete line of "U. S. Grade A" brandings for foods, but also putting all families on a Government-made budget, so that Uncle Sam and not the family might determine for what things the family income should be expended.

Under this conception it would be the Government, through its bureaucrats, that would say to John Smith, "you mustn't buy any maple syrup this week, because you need flour worse," or to Mrs. Smith, "no rouge for you this month, because you need a new pair of rubbers for rainy weather," even though Mrs. Smith might have entirely different ideas as to relative values in her scheme of life.

Not only is there fear of wholesale destruction of values in brand names, trademarks and other identifying devices, but there is an equal fear that Government moneys

# *Sales WAY UP*



## *in Milwaukee*

MILWAUKEE retailers are enjoying a merrier holiday sales season this year. Sales are *way up* compared to a year ago. The gain may be estimated fairly accurately from the fact that retail linage in The Milwaukee Journal was up 36 per cent in the first week of December compared to a year ago.

With Milwaukee industrial workers getting 60% more wages than a year ago—and with the C. W. A. employing 18,000, adding \$1,000,000 monthly to Milwaukee's payroll, sales here will stay up for Journal advertisers.

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

# "To sell them . . . *you must know them*"

**People** . . . perspiring thousands at Coney Island—or its hundred replicas scattered throughout the land. Gaudy pennants. The crunch of peanut shells under foot. Chewing gum. Mustard dripping from hot dogs. People struggling for a view of some queer freak in a side show. Red-faced men elbowing and crowding for the vicarious thrill of a cooch dancer.

**People** . . . pushing and jostling to watch a traffic cop serve a summons. Stopping for the shudder of gaping at a gory accident. Staring in complacent stupefaction at a building excavation. Fighting to board crowded street cars. Women tearing other women's clothing in the scramble at a bargain counter . . .

**People** . . . on the farms . . . in the villages. Hog-calling contests. Saturday night baths. Lynching bees. Ku Klux. Primitive religious revivals. Small-town ideas. Back yard gossip. Red flannels. Unyielding faith in sulphur-and-molasses . . .

**People** . . . huddling at a radio to hear a crooner drone Tin Pan Alley's latest potion of vapid sentimentality. Waiting in line for hours to view the saccharine emotional displays of a movie idol. Taking a daily dose of culture from the comic strips.

**People** . . . doing stupid things, thoughtless things, useless things—and then balancing the account by amazingly frequent exhibitions of heroism, self-sacrifice, generosity and tenderness. Because people are people. Actuated not by reason, but by emotion. Not by logic, but by impulse.

\* \* \*

**People** . . . put them all together — scholars and dunces; esthetes and clods; prodigals and nickle-nursers; the shrewd and the dull—

and there's your audience, the hundred and twenty million people you want to sell.

Most of them aren't very discerning. Few of them grasp ideas with any degree of celerity. Dozens speak correct English; millions wouldn't understand syntax if you blue-printed it.

But ALL of them—and all of us—understand purely emotional things. Love. Fear. Excitement. Glamour. Scandal. A baby's cry.

So how to sell them? Advertising men possess varying ideas. But theory and abracadabra aside, this much is true: The conspicuous business successes of the last several years have almost all used advertising that is directly keyed to the level of the crowd's intelligence, that is accurately attuned to the average citizen's thinking pace.

This advertising may be crude at times. But the masses are crude. It may occasionally be lacking in beauty. A people which revels in comic strips may also be slightly lacking in its concept of beauty. It may be a long way from a literary renaissance. Plain folks who devour the Sunday supplements seldom go in for sonnets and madrigals.

This advertising may be anything you care to call it, but it SELLS. It always has sold. It is the only thing, practically, that has sold right through the last few years. And it will always sell, as long as life goes on as it does today. For today's best advertising is a slice of life itself.



## RUTHRAUFF & RYAN, INC.

New York: *Advertising* Chicago:

405 Lexington Avenue 360 N. Michigan Ave.

Detroit: 7430 Second Boulevard • St. Louis: 812 Olive St.

will be expended for Government advertising of its own brands, under authority of the section entitled, "Publicity," which reads:

The Secretary shall cause to be published *periodically* a report summarizing all judgments, decrees and *orders* which have been rendered, and all proceedings instituted and seizures made, including the nature of the charge and the disposition thereof. The Secretary shall cause to be disseminated such information regarding any food, drug, or cosmetic as he deems necessary in the interest of public health and for the protection of the consumer against fraud.

There is competent evidence that under a section so broadly worded, the Secretary could advertise Government brands as easily as he could denounce frauds or articles not approved for Government branding. It is contended that, as a matter of fact, the Secretary could publish a complete catalog of all foods, drugs and cosmetics, with their Government rating or Government branding. It is further pointed out that hordes of inspectors would furnish the information upon which, at least in large part, the grading would be done.

Bringing up still another bulwark of power behind such an engine of destruction, there comes the penalty section, which is section 24. This section appears doomed, but it appears in the draft as a part of the new machinery of distribution. It stipulates that "A right of action shall accrue to any person for injury or death caused by a violation of this Act," which, in consideration of the sweeping provisions of the measure, opens a tremendous field of hold-up litigation, entirely aside from any meritorious litigation that might arise.

These features are apart from and they overshadow the objectionable and dictatorial features under "misbranding" relating to "ambiguity or inference" in labeling and compulsion of use of the statement on drug labels that the remedy is "not a cure." They at-

tack the property ownership of values running to incalculable totals and destroy merchandising goodwill based on honesty of output and diligence in research for consumer protection.

Del Monte, for example, may have spent millions to tell consumers that Del Monte products are pure, but the Government, under the Tugwell Bill, would put a brand of "U. S. Grade A" on every product meeting a certain specification and the shining lights of commerce would sink into a flat mediocrity with the newest and poorest comer in the merchandising field.

Enters here another element, backing the belief, now held by those who sought to observe most carefully in the hearings, that there was a deliberate purpose to wreck the merchandising of advertised brands.

The Department of Agriculture probably contains more of those men loosely denominated "young liberals" than any other Department, though all of those so denominated are not young and their degree of liberalism varies so widely that no one term is descriptive of all.

#### *Peek's Battle with the Liberals*

While the Tugwell Bill was coming to hearing, the dispute between AAA Administrator George Peek and these same liberals broke into national prominence. Peek's organization was set up to deal with food codes. There was, until the Peek explosion, much discussion as to whether food standards should be contained in the Tugwell Bill or in codes. Peek, in going to the President, charged the liberals in Agriculture, with slowing up codes by insisting upon steps for *regimentation* of industry under AAA—the Agricultural Adjustment Administration. Merchandising was affected throughout the field covered by the dispute.

In the AAA set-up there is a Consumers' Advisory Council, just as there is in NRA. Dr. Frederick C. Howe of New York, is a member of both Councils, but he is the

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A DAILY NEWSPAPER FOR THE HOME

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## Announcing . . . *"The Wide Horizon"*

OF THE CHRISTIAN SCIENCE MONITOR

First issue of this new weekly magazine section, January 3, 1934. To be published thereafter as a part of every regular Wednesday issue of the Monitor. A brief, readable and authoritative survey of world events. For information regarding rates, mechanical requirements and other details apply to any Monitor advertising office.

## THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society,  
 Boston, Massachusetts

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Branch Offices: New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco,  
 Los Angeles, Seattle, Miami . . . . . London, Paris, Berlin, Florence

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head and front of the AAA Consumers' Council. It is known that Dr. Howe has been among those especially insistent upon making available detailed knowledge as to food products—the U. S. branding idea, so that the general consumer may buy as the Government buys, by specification.

That, incidentally, must assume that the consumer is able and qualified to buy by specification, which he is not in an enormous number of cases and as to an enormous number of commodities, because generally the consumer is no chemist and no authority in any other scientific field. He often is possessed only of that little knowledge which is most dangerous of all. The AAA shake-up is not expected to remove Dr. Howe from his position of influence in relation to this Government branding movement.

Here, then, is the situation:

1. The Department of Agriculture has brought forward a bill described as a bill to regulate manufacture and sale of food, drugs and cosmetics.

2. In a bill so designated there are provisions for the utter confiscation of property rights in valuable brands, labels and trade-marks, regardless of purity of commodity or truth of labels, through grading and also through formula disclosure.

3. In a bill so designated there is proposed a complete control of marketing and consequently of advertising, to the detriment of several industries, including manufacture, transportation, packaging, printing and publishing.

4. In a bill so designated and represented as a bill to promote purity and to compel truth in advertising, those objectives—purity and truth—become secondary in importance and follow other primary purposes.

5. In a bill so designated, provision is made for a vast array of inspectors and for a vast bureaucratic machine possessed of vast discretionary power, from which appeal to the courts would be possible only to a relative few and without specific provision for such appeal.

6. The bill is typical of bureaucratic legislation, being a skeleton bill filled with provisions that "the Secretary may by regulation" or "shall by regulation" fill in the enormous gaps with administrative regulations of a kind which so shocked and aroused Lord Chief Justice Hewart of England that he wrote an amazing and tremendously revealing book on bureaucratic government by what England knows as the civil servants, or the permanent staff, but which functions here as effectively through bureau chiefs and others protected by civil service. And the title of his book, about which it may be interesting to hear more at another time, is "The New Despotism."

7. In a bill so designated there is offered to the nation the machinery for perfect and complete regimentation of the food industry, which would include or affect all the industries bordering upon the food industry.

8. In a bill so designated there is opportunity for such a vast exercise of power that its limits cannot be at this time foretold, for, as must be obvious to all, the courts are customarily lenient in their interpretation of laws offered for the protection of health.

It is evident that there is not complete agreement within the Department of Agriculture regarding the Tugwell Bill. It has the support of that group with which Administrator Peek came to grips and whom he defeated, at least for the time being, by a swift bold move, that group known to a good part of Washington as "the young collegiates," which should not reflect at all upon education or scientific attainment.

It is the Tugwell-Frank-Howe group, which seemingly is ardently joined by Food and Drug Administrator Campbell and by some others including Dr. Dunbar, his first assistant.

That Secretary Wallace is like-minded is indicated by his complete support of the Tugwell Bill and particularly by his emphasis on advertising in his testimony before the

(Continued on page 85)

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# first IN RESULTS

MCCANN-ERICKSON  
INCORPORATED  
Advertising

385 MADISON AVENUE, NEW YORK CITY

March 11, 1932

The New York Times:

In the State of Maine advertising for the season  
of 1931, The New York Times was first in inquiry  
pulling power among the several newspapers used in

MCCANN-ERICKSON  
INCORPORATED  
Advertising

385 MADISON AVENUE, NEW YORK CITY

November 15, 1933.

The New York Times:

Our resort advertising for the State of  
Maine appeared in sixteen newspapers this  
year and brought in a total of 7,900 keyed  
responses. The Times stood number one on this  
list, both in volume and low cost of in-  
quiries. The average cost of inquiries from  
your paper was 70c against \$1.27 average cost  
for the full list of sixteen papers.

Sincerely yours,  
McCANN-ERICKSON, INC.  
*Jay C. Dickey*

YEAR

AFTER

YEAR

THE consistent experience of the State of Maine demonstrates one reason why  
year after year The New York Times maintains its position as world leader in resort  
and travel advertising. There is no adequate substitute for results.

## The New York Times

Net paid sales for 12 months ended September 10, 1933 averaged 414,253 weekdays; 724,402 Sundays.

# Going families spend more

• These modern, restless families that go places, do things, entertain more, play more—always they require more clothes, home furnishings, everything.

Deliberately the Chicago American built a personality that appeals to them. Dramatic headlines, romance in the news, the glamour of life. Smart features. New ideas. Good humor.

Advertisers are cashing in this *greater urge to spend*. Every month since July the Chicago American has made a *substantial gain in advertising lineage*.

And every month for five months the American has made a *substantial gain in circulation* (Further increasing its lead as the largest evening newspaper in Chicago—reaching more than 425,000 families).

CHICAGO  
a good newspaper



Now in its THIRTEENTH YEAR

CULAN

National Representative

E. Boor



# AGAMERICAN

a good newspaper

YEAR CULATION LEADERSHIP in Chicago's evening field

representative E. Boone Organization

# The Morning After

WHITE ROCK dated its advertising in New York morning newspapers the day following Prohibition repeal. In large space, six photographs were reproduced of table parties that were held in various hotels the night before. Bottles of White Rock were easily spotted on the tables of the celebrants.

A study of the advertisement as reproduced on this page, demonstrates how successfully the company made use of both news value and picture appeal. The headline, "Last night New York went over on the alkaline side" tied in with the campaign which has directed White Rock's sales story for some time, in anticipation of the expected greater market.

Fast work was needed to get the photographs, prepare the layout, write captions and make a finished advertisement. Assigned to this news advertising scoop were Edward F. Molynieux, art director, John P. Cunningham, copy chief, Charles G. Ickrath, mechanical executive, and R. K. Jones, all of the Newell-Emmett Company, and Paul Hesse, photographer. Mr. Jones, of the new business department, was there because of his ability to win the consent of strangers

to use their names and pictures.

Eight hotels were visited and more than 100 pictures taken; releases were obtained from several

## LAST NIGHT NEW YORK WENT over on the alkaline side!

(Reproduced from the *Evening Journal* and the *Evening Sun*)



dozen people, both guests and waiters, whose pictures might be used. Every picture had a wall or a curtain for a background so as to eliminate any trouble from individuals who might otherwise have shown in the pictures.

### Matrix to Geyer-Cornell

E. P. Reed & Co., Inc., Rochester, N. Y., women's shoes, has appointed the Geyer-Cornell Company, Inc., New York, to direct the advertising of Matrix shoes.

### Esty to Get Ruppert Account

Effective January 1, the advertising account of Jacob Ruppert, New York brewer, will be placed with Wm. Esty & Company, New York advertising agency.

### Kresge Appoints Waters

Herbert S. Waters has been appointed director of sales and publicity of the Kresge Department Store, Newark, N. J. He has resigned as president of the Waters Merchandising Corp., New York.

### With "Vogue"

Ellmore Hammesfahr, formerly associated with the Ahrens Publishing Company, has joined the advertising staff of *Vogue*, New York.

# Ford's Advertising Plans

New Models to Be Backed by Largest Campaign in History of Company

TO the business world the new advertising plans of Henry Ford are almost as important as the introduction of the Ford V-8 for 1934. Business knows that it is one thing to put a new car on the market, and another to build public preference for it.

It is on the latter score that important significance attaches itself to the news from Detroit that Ford's advertising and promotion program for his new cars will be the largest in history. It would appear, that, finally, Ford has decided to meet competitors on one of their strongest battling grounds—the field of advertising.

Ford, who once enjoyed a tremendous lead in the low-price car market but who only engaged in advertising in fits and starts, has seen his principal competitors, large and consistent advertisers, creep up and even pass him. Chevrolet now is the leader. Ford is second. Plymouth is a close third.

Figures on car registrations, as compiled by the National Automobile Chamber of Commerce, tell the story of what has happened in the last five years:

campaign was planned but failed to materialize. First, he ran up against difficulties with production schedules. Then the bank troubles in Detroit started, followed by the national bank holiday. Then labor troubles intruded themselves. Finally, there arose the controversy over the Blue Eagle.

Dealers took to carrying the advertising flag, some with individual campaigns and others joining in co-operative effort. Many such campaigns have been run through the year. Most of them have been and still are strongly competitive, but they at least got Mr. Ford talked about, something he has never failed to encourage.

Several months ago he began a series of open letters over his own signature—informal discussions on economic questions in general and on various phases of automobile making and operation. But through the year and during the appearance of the Ford personal messages, Chevrolet and Plymouth continued to be aggressively advertised by their makers.

As 1934 approaches, and the industry gets ready to go into action with business-building plans

Car	1933	1932	1929
	10 months		
Ford passenger .....	271,994	258,905	1,310,119
Ford truck .....	52,351	66,657	233,358
Chevrolet passenger .....	438,888	322,838	780,053
Chevrolet truck .....	91,146	60,729	160,771
Plymouth passenger .....	218,491	111,918	84,962

When Ford introduced the Model A, about \$11,000,000 were spent in introductory advertising alone. This was considered, at the time, the most intensive campaign any advertiser had ever run over a similar period.

Ford's advertising activity was then believed to be indicative of a conversion to consistent advertising. Such evidence also suggested itself early in 1933 when a large

for new models, Ford is in the vanguard of those who plan intensively to tell and sell the public. His campaign will recruit newspaper, magazine, radio, outdoor and direct-mail advertising to his support.

Newspaper advertising is already under way. Magazine advertising starts this week. Broadcasting will be done twice weekly with Waring's Pennsylvanians as the enter-

tainment feature. A large direct-mail campaign will be directed to passenger car owners, and, in addition, 1,000,000 truck owners will be circularized. The major part of all advertising will be handled by N. W. Ayer & Son.

Further, Ford is conducting his independent automobile show, as usual. He has been doing this annually since 1928. This year's "Ford Exposition of Progress" is more comprehensive than ever. It is more than a showing of new models. A total of several hundred thousand dollars has been spent, according to estimates, to gather as complete an historical presentation as possible of the evolution of the automobile. The aim has been to picture, as well, the ramifications of the motor car industry and its widespread effects on other industries.

Included are a reconstruction of Ford's original work shop, and the old car exhibit which he has been collecting for years. In all from two to three trains are required to transport the exhibit material.

The first showing was held in Detroit where attendance, proportionately, stacked up well alongside of the attendance clocked by World's Fair exhibitors.

His exposition is now on exhibition in New York. Always the showman, Ford has seized the

opportunity to get additional publicity value by having the exposition held in the new Commerce Hall of the Port of New York Authority.

The dedication exercises were broadcast and other nightly broadcasts are following with Uncle Don and news commentators such as John B. Kennedy and Lowell Thomas.

Newspaper space is also being used intensively to attract the public to the exhibit. Large space down to four or five spot advertisements an issue in nine papers is part of the campaign, which is being handled by McCann-Erickson, Inc. Poster bulletins at strategic traffic centers announced the opening two weeks in advance.

The exhibit is pulling a heavy attendance. Following its two weeks' run in New York, it will travel to other cities.

The signs are that Ford is in the advertising picture to stay.

For one thing, this year he took an active interest in the demonstrations put on for automobile editors at the Ford plant. He also was the principal speaker in a telephone hook-up which announced the details of the 1934 model to the organization's dealers throughout Canada and the United States. This is the first time he has addressed all of his dealers at one time.



### Life Savers Market Gum

Plans which have been under way for several months have succeeded in getting widespread distribution for Life Saver gum. This new product is now being advertised in the Provinces of Ontario and Quebec under the direction of Merle B. Bates, vice-president and general manager of the Life Savers and Beech-Nut Sales Company, Canadian subsidiary. The gum is marketed in two flavors, spearmint and peppermint. Newspaper and car card advertising are being used.

### Howells Buy Farm Paper

Clark Howell, Sr., and Clark Howell, Jr., of the Atlanta *Constitution*, have acquired the *Southern Cultivator*, farm paper. The *Cultivator* now combines the former circulations of the *Cultivator* and the *Tri-Weekly Constitution* and will be published monthly from Atlanta. Jacobs List, Inc., Clinton, S. C., has been appointed advertising representative.

### Schlitz Augments Advertising Staff

F. S. Branstrader has been appointed in charge of commercial outdoor advertising by the Jos. Schlitz Brewing Company, Milwaukee. Tom Foley has been appointed sales promotion manager, Ray Weber continuing as advertising manager. Mr. Branstrader was for a number of years with the General Outdoor Advertising Company. Mr. Foley has been in sales promotion and merchandising work for the last ten years.

### Raybestos to Jerome B. Gray

The United States Asbestos Division of Raybestos-Manhattan, Inc., Manheim, Pa., has appointed Jerome B. Gray & Company, Philadelphia, as advertising counsel. A new campaign on Gray Rock brake lining, radiator hose, fan belts, clutch facings and automotive packings will be launched in 1934.

# Cause and effect STILL WORKS in CHICAGO!

What newspaper *goes into* and *stays in* more homes in Chicago and suburbs than any other daily newspaper?

## \*THE CHICAGO DAILY NEWS

What newspaper during the first eleven months of 1933 carried more Automotive, Department Store (both loop and outlying), grocery (both retail and general), total retail, total general, total display and total advertising linage than any other daily newspaper in Chicago? (Authority: Media Records, Inc.)

## THE CHICAGO DAILY NEWS

\**Finding of the first authenticated home coverage survey ever made in Chicago. We'll be glad to send you a copy of the printed report. Address Advertising Manager, The Chicago Daily News.*

# Review Committee Gets Some Work

**T**WO advertisers, one in the food field and one prominently identified with the tire industry, will soon, according to latest reports, have certain of their advertising practices brought before the Advertising Review Committee. Each case has been before the National Better Business Bureau which, unable to get the advertisers to desist from the practices complained of, has referred the dispute to the Review Committee.

The committee, at a meeting last week, elected as permanent chairman Edgar Kobak, vice-president of the McGraw-Hill Publishing Company and president of the Advertising Federation of Amer-

ica. Ralph Starr Butler, vice-president of the General Foods Corporation, who had been temporary chairman since the committee was first formed, continues as a member.

From an authoritative source it is learned that the committee is optimistic of a quick and readily acceptable adjustment of the two cases it is about to consider.

In connection with enforcement of the committee's decisions there is some talk that plans include getting the co-operation of the Administration at Washington to lend its assistance in this effort of the industry to keep its own house clean.

\* \* \*

## Heads Chicago Representatives

John T. Fitzgerald, of Reynolds-Fitzgerald, Inc., was elected president of the Newspaper Representatives Association of Chicago at the annual meeting December 11.

Other new officers are: Vice-president, John E. Lutz, head of the organization bearing his name; secretary, C. K. Gittings, M. C. Mogenes & Company; treasurer, H. Edmund Scheerer, Scheerer, Inc.

Directors elected were: E. C. DeClerque, Henry DeClerque, Inc., the retiring president; William T. Cresmer, Williams, Lawrence & Cresmer; and Sylvester Blish, John Budd Company.

## Adds to "News-Leader" Representation

The Sawyer-Ferguson-Walker Company, publishers' representative, has been appointed national advertising representative of the Richmond, Va., *News-Leader*. Sawyer-Ferguson-Walker has represented this paper in the West.

## Joins American Colotype

Alex. B. Dickerson has joined the sales staff of the American Colotype Company, New York. He was for many years a representative for Cannon Mills and the Old Hunter Manufacturing Company.

## Dairy Account to Ayer

The Golden State Company, Ltd., San Francisco, dairy products, has placed its advertising account with N. W. Ayer & Son, Inc.

## Goodrich Appointments

James J. Cochran, assistant advertising manager of the tire division, has been appointed assistant manager of Goodrich Silverport, Inc., retail sales department of The B. F. Goodrich Company, Akron, Ohio.

Mr. Cochran succeeds R. C. Douglas as assistant to J. A. Hoban, manager of retail sales. Mr. Douglas is joining the Gulf Refining Company, Pittsburgh.

William Sewall, sales promotion manager of the Associated Tire Lines of The B. F. Goodrich Company, has been assigned to the Akron staff of the petroleum sales department.

## Elected by Sun Agency

Spencer Vanderbilt has been elected secretary and a member of the board of directors of the Sun Advertising Company, Toledo. He has been with the company since March as head of its copy department. Previously he was with the United States Advertising Corporation.

## Represents Scranton Paper

The Scranton, Pa., *Republican* has appointed John B. Woodward, Inc., publishers' representative, as its national advertising representative in territories covered by the following Woodward offices: Chicago, Detroit and San Francisco. Powers-Andrews, Inc., will represent the *Republican* from New York.

## Joins Hartman

Theodore Rosenwald, Jr., has joined the L. H. Hartman Co., New York advertising agency, as vice-president, in charge of the media department.

# Dealer's Profit the Big Thing in Introducing New Model

Why the Royal Signet Typewriter Was Discontinued After Being Introduced with Heavy Advertising Outlay

By Maxwell V. Miller

General Sales Manager, Royal Typewriter Company, Inc.

**S**IMPLE principles, experience teaches, are not so simple when you come to apply them in practice. Therefore, a word of caution based on our recent experience in broadening our market by the simple expedient of a product designed and manufactured to be sold at a lower price.

Typewriters, our studies of the potential market have revealed, should enjoy a really phenomenal demand if the price-groove could be found that would lead unerringly into this market. A year ago we thought we had found that price-groove—the popular groove—and believed it would run straight to a ready-made market. It was then that we introduced our Signet model to retail for \$29.50. The price and the machine, we were convinced, were right for the market and the times. But it didn't work out that way.

We did sell a great many Signets, and production went big. But dealers did not re-order, in the main. Dealers are not covered by the simple principle of price. The market simply wasn't to be reached by the price-groove we had selected. About three months ago the Signet was discontinued. It was followed, about two months ago, by our new \$45 portable typewriter. Though this machine is priced fully 52 per cent higher than the Signet, it has met a brisk demand from the first and our factories are seriously behind on orders.

Our new Royal "45," as we call it, was given what might be called a subdued introduction. It was announced to some 2,500 dealers through the medium of a plain, black and white, everyday sort of letter, giving specifications. These dealers were covered thoroughly by our own salesmen, working out of

some eighty-five branches the country over. Within twenty-four hours we were swamped with orders. You would have to sit at my desk to appreciate the entire difference between the reception of the "Signet" and the "45"—a matter, of course, both of price and of the product: One machine was stripped to the bare essentials of simple typing; the other has everything, as well as price appeal. But there is more than this to the matter of finding the proper price-groove.

During the halcyon days when a bit more on the price didn't mean a thing to the great majority of typewriter users, portables at \$60 poured out in a regular stream, from factory to warehouse, from warehouse to dealer to user. Then there came a lull in consumer buying. Dealers selling on the time-payment basis, found it hard to make the grade and pay their bills. So they started to liquidate what they had.

## *Idea All Right—but Ahead of the Times*

Our Signet—at \$29.50—barged in upon this sort of situation. Our idea of this product was right; we stick to that still. But our vision was perhaps a bit ahead of the times, a bit difficult for a dealer in financial straits to see. We conceived the model as a product to go into the great home market and do a missionary job in popularizing the use of the writing machine.

The average person unfamiliar with typing, we believe, thinks that a course of instruction is a prerequisite to any proficiency because of the great number of gadgets on the up-to-date typewriter. So we put out this machine in simplified form—no shift key (all caps, Mono-Face type), no two-color

Dec. 14, 1933



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WE DO OUR NE

# One CLASS never made a CITY

STAND on any New York street corner for an evening. Watch the home-going newspapers. *You'll always see the JOURNAL . . .*

For the Journal is, of all evening papers, most typically of and for New York . . . cosmopolitan, diverse, universal in appeal.

And New Yorkers are that kind of people . . . men and women of sharply-contrasting tastes; differing interests; widely varying wealth

. . . no one outstanding group, or class . . . no dozen groups . . . but a huge conglomerate of poor and rich, frivolous and wise, old and young.

That is why New Yorkers who prefer the Journal outnumber all other evening readers *by thousands upon thousands*.

And that is why those whose merchandise must be sold to *all* of New York find, in the Journal, their *widest cross-section for attack*.

# NEW YORK JOURNAL

New York's **BEST READ**, and therefore,  
most **INFLUENTIAL** evening paper

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

ribbon, no back-spacer, no tabulator, nothing to confuse. We figured that, the alphabet being the same on all standard keyboards, this machine would introduce the public to the keyboard and that once they had learned to hunt and pick their way on that, they would go to the dealer and say, "I have learned to use this machine. Now I want to trade it in for one that has everything."

And the school market loomed big in our vision. A survey made by an independent bureau had shown that development of the child's mind is speeded up something like 25 per cent by the use of the typewriter for school work. In addition to the school children, we saw a potential user in every other individual with any education—housewives and business executives, lawyers, doctors, anybody who would like to crack off a letter occasionally for himself. Surveys proved us 100 per cent right on the possibilities of such a market.

Advertising created a real demand for the Signet. But this demand dead-ended with the dealer, and for reasons which any manufacturer must respect. Our effort was laudably to help the dealer, in the long run, by broadening the market—by putting in the cheaper machines as an entering wedge to sell the higher-priced ones. "In the long run," though, was not of interest to most dealers in 1932. The dealer saw certain results in immediate prospect, rightly or wrongly, and he didn't think he could wait for ultimate benefits.

#### *Two Objections by Dealers*

First, he was afraid that the low-priced machine would kill off or sadly reduce his rental business at a time when he needed that income sorely.

Second, he was afraid it would do likewise with his second-hand business in rebuilt machines, with such portable models selling around \$30 to \$35.

A dealer may be a man of business vision, but he has to pay rent and he has to support a family. The Signet allowed him an attrac-

tive profit, it could be handed out over the counter in the original carton like a box of pills, it sold quickly and promised turnover (in department stores it went into real volume)—but. That big *but* stood in the way of dealers' climbing on the bandwagon. The typewriter dealer sells the product with the least resistance, *provided* it doesn't hurt his other interests and yields a satisfactory profit. And that is precisely why our new "45" is doing so well now.

#### *Demand Ahead of Production*

We are running peak production on this new machine and still we are unable to supply the demand. We anticipate that our holiday trade will be as big as, if not bigger than, the peak season of 1929. Why has this product, with only local advertising to back it as compared with the national effort behind the Signet, met with such success?

I would put as of first importance in its success a point which all manufacturers should very carefully consider before attempting market expansion through reduced price—that is, the price must be right from the dealer's viewpoint, as well as from that of the user. Intensive study of the reasons for the stalling of the Signet, has shown us that the price that was right on these two counts was about \$50 or just under. In the difference between \$60 for standard portables, and \$45 for our new machine, lies a whole stratum of potential users who have felt that they could not afford to pay \$60.

The dealer is for the new model because it allows him a sizable profit margin. In the second place, it is a little above the price of rebuilt machines—old style, as well as portables—and so does not cut into that market; and it does not hurt rentals. In the third place, it has every inbuilt feature of the higher-priced portables. The dealer likes that, for it is what he has been selling for years, and he failed to see the logical market place for the simplified Signet.

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dealer on the long-term possibilities of building a vast market for a sort of universal, personal writing machine that everyone who writes would want to have at his elbow, we still think of our new "45" as a home-market product. In our progress toward this goal, we have temporarily had to concede something to the dealer, for he represents the outlet to the user. It will take time—we are reconciled to that thought—and perhaps some impressive demonstration as to actual sales in this market to convince the

dealer as to future prospects for this idea.

Meanwhile, we give the dealer credit for being fully alive to today's requirements and for doing real merchandising on a product that meets his specifications as well as those of the consumer. And that is, I believe, a good hunch for any manufacturer. If you can't sell the dealer on your advanced ideas, the next best thing is to advance as well as you can in consonance with his ideas. At least, that way lies enthusiastic co-operation.

\* \* \*

## Stern Buys N. Y. "Evening Post"

UNTIL announcement last week of the purchase of the New York *Evening Post* by J. David Stern, it seemed as though this paper, which Alexander Hamilton founded in 1801, was going to pass out of existence. Instead, the paper passes from the hands of the Curtis-Martin Newspapers, Inc., into the ownership of Mr. Stern, who becomes editor and publisher.

He is editor and publisher of both the *Philadelphia Record* and the *Camden Courier and Post*. Under his ownership, he announces, Harry B. Nason, Jr., will continue as acting managing editor. The tabloid format to which the *Post* recently was changed, has been discontinued and the standard eight-column size has been resumed.

Mr. Stern's purchase also includes the *Post* building and plant, which were built some time after Cyrus H. K. Curtis acquired the *Post* in 1923.

\* \* \*

### Bertolina Appointed by Booth Fisheries

E. V. Bertolina has been appointed sales and advertising manager of Booth Fisheries Company, Chicago. He has been with that organization for the last thirteen years. The Booth organization is getting ready to market a new line of spiced fish specialties packed in glass.



*J. David Stern*

Editorially, the *Post* will follow the policy of Mr. Stern's Philadelphia and Camden newspapers. It will be liberal and independent.

The *Post* will be represented in the national advertising field by The George A. McDevitt Co.

\* \* \*

### W. P. Scott Joins Staff of Printype

William P. Scott, long engaged in the advertising field, has become associated with Printype, Inc., New York, printing and typography. He was at one time advertising manager of the American Tobacco Company and, also, some years ago was New York manager of the Dorland Agency for twelve years.

Dec. 14, 1933

# THE AUTHOR'S BEST AUDIENCE

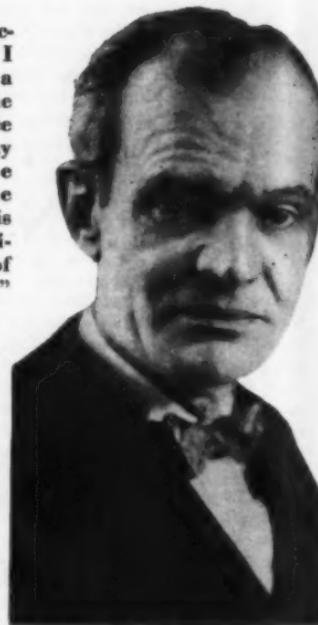
**F**OR seven years I was an unsuccessful author. In one mail I sold to The Saturday Evening Post a serial and three short stories. The standing gained by the appearance of those stories before The Saturday Evening Post audience was the groundwork of my success. The Saturday Evening Post audience is the most responsive in its intelligence, appreciation and criticism of an author's work that exists today."

*Alfred Payton Kelland*

**T**HE readers of The Saturday Evening Post have come to be recognized by authors as America's most important audience of influential men and women.

They have come to be known to advertisers as America's finest market—as quick to respond to the helpful suggestions of advertisers as they are keen to follow the careers of their favorite Post characters and authors.

Post readers expect the best from the Post—the best stories, the most interesting articles, the most popular book-length novels—by the world's ablest authors and authorities. And likewise, they have come to recognize Post advertisers as leaders in their field.



Just as the clean, honest, up-to-the-minute quality of fact and fiction to be found in next week's Post is taken for granted, so the families and friends of ten million readers put confidence in the quality of products advertised in the Post.

Here is the meeting-place for the people's most active wants—and a nation's most worthy wares!

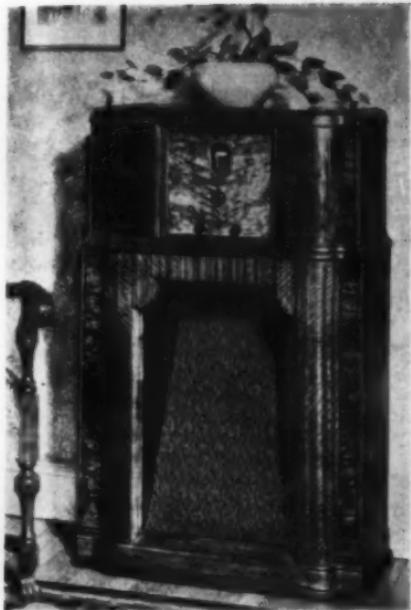
**THE SATURDAY**

"AN AMERICAN

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**INST**

# IS PHILCO'S BEST MARKET



THE POWER THAT  
BRINGS NATIONAL  
REPUTATION TO  
AUTHORS AND LIFE  
TO THEIR CHARAC-  
TERS IS THE SAME  
POWER THAT GIVES  
NATIONAL REPUTA-  
TION TO ADVERTISERS  
AND LIFE TO THEIR  
TRADE



**THE MAKERS OF PHILCO RADIOS  
AUTHORIZE US TO PUBLISH  
THE FOLLOWING STATEMENT:**

"We use the Post to impress its vast army of intelligent readers, both buyers and sellers, with the goodness of our product.

"How well this has been done is shown by the fact that Philco has marched from twenty-seventh to first place in the Radio industry.

"Philco is proud of its association with The Saturday Evening Post. It is, in our estimation, the most important and most powerful advertising medium. Those who read the Post have made it so.

"This is a considered statement based upon our sixteen years of advertising in the Post. We have no hesitation in giving credit where it belongs."

**EVENING POST**  
INSTITUTION"

Some publications are edited to be looked at  
**THE BUSINESS WEEK** is edited to be read . . .  
*and is!*

# A Fifth Avenue Retailer Speaks

Retail Code, He Says, Rules Out Unfair Practices of Which Manufacturers Have Complained

By a Store Sales Manager

IF national advertisers want a lesson in how to take advantage of the public's ready receptiveness to part with its money for things which it needs, they have only to study the vigorous example set by retail sales effort. This effort has proved highly successful.

Since the end of last May, retail business has been up practically all over the country. But other lines have not shown a comparative improvement. When encouraging signs show themselves on the horizon, national advertisers quickly make ready to put new life into their advertising activities, but their efforts are weakened by lack of faith in an adequate follow through.

They lose heart too easily. They hear that the NRA isn't doing this or that, as they expected, or that it is meeting with trouble here or there, as was unanticipated. Does the national advertiser take into full consideration the sentiment of the buying public in weighing these conclusions which lead him to let up on his advertising program? I wonder.

Perhaps the reason lies in the fact that he is twice removed from the public which does most of its trading through retailers. It is the retailer who has his finger on the pulse of the buying public and who is gauging his sales strategy accordingly.

We retailers are confident that the NRA is doing a great job despite the evident whispering campaign on the part of those who usually are anything but constructive. All of us must realize that there are two sides in business as there are two sides in everything, the constructive and the destructive.

Those of the destructive faction who tear down ideas rarely suggest any. We should all support President Roosevelt because he has shown himself to be a great ex-

ample of American initiative. His methods in action are typical of those which have been attributed to American men throughout the years. He has been busy establishing precedents, and he seems to believe by his actions that previous precedents were established only to be broken.

In what he is doing there is more than a hint for national advertisers, as there is for retailers, too. The New Deal calls for discarding precedents in both branches of distribution. Retailers have already set themselves up for the New Deal with adoption of their code.

They are putting their shoulders to the wheels of recovery by working to create a desire for commodities available, to deflect the public mind from the channels it has been in for the last few years.

The huge investment which national advertisers make annually to create markets for their goods is an important aid to the retailer on the selling front. In the administration of this money, I believe that the New Deal, with its increased cost of doing business under the NRA, demands that the investment be more safely guarded.

## *Originality Must Replace Lavishness*

It will not help retailer or manufacturer to have this spent in the luxurious advertising campaigns so freely indulged in in other years. Such incidents as \$7,000 stars on radio programs are disappearing as did caviar during the depression. Advertising agencies need to exercise a better idea of values in securing talent, whether for advertising illustration, for copy or for displays.

An essential need of all advertising, both retail and national as I see it, is more dignified or original copy ideas. New thoughts are needed, but the national advertiser

who pays the most in his search for these is too often rewarded with plagiarized ideas instead of the creative effort that he hopes to get.

During the last year it has been disgusting to retailers who have shown sufficient initiative to pick up new and worth-while talent to have agencies and publications get in touch with that talent and pay it four to five times as much for material. Retail merchants have seen in these practices an unnecessary increase in the cost of market building in general.

Finally, if the national advertiser wants to be sure that the NRA will work, he will be careful to raise his prices only in proportion to his increased costs of doing business. For years we have had manufacturers of branded merchandise crying that their efforts to build consumer acceptance to their own advantage, and that of the retailer, were being offset by practices which made their products price footballs. Such practices are ruled out in the retail code.

This in itself should provide greater incentive to the national advertiser. He should hold this feature of the NRA before him as evidence of progress made. He should view it as an assurance that retailers will work more closely than ever with him if he increases the salability of his product—which he doesn't do when he weakens or turns off his advertising. He will also be careful to see that his ad-

vertising talks the quality and desirability of his merchandise so that the retailer, who must face the music of the buying public's resistance to higher prices, will have this resistance dissipated as much as possible in advance.

The public is past being scared by copy that aims to strike fear or humiliation by playing up the frailties of human nature or everyday life. What it wants to know is, will it get its money's worth and will the product give the service expected? The advertiser who does a good job of convincing prospects that what he has is worth their money, will increase business for himself.

Dependent on advertising, the maker of branded products needs to be more aggressive. He, of all factors in distribution, can't lag in the procession. But the retailer has taken the lead. He is glad to do so. He knows that the business that is either pinch-penny minded or fear-smitten gets no further than his aggressive courage will take it.

The manufacturer who isn't supporting his product with an adequate appropriation, carefully expended, isn't only letting the public get away from him. More than that, he is declaring to his dealers that he is not expecting business improvement in his line. This being the case, why should dealers take heed of his pleading to display and promote his product when he hasn't faith enough to do his share?

### F. W. Harvey, Jr., Dead

Frank W. Harvey, Jr., vice-president of the McJunkin Advertising Company, Chicago, died at that city last week, aged forty-nine. He began his advertising career in 1910, as business manager of *Popular Electricity*, later becoming Western advertising representative of the *Boston American*. In 1916 he joined *Extension Magazine*, Chicago, as manager and continued in that capacity until he became associated with the McJunkin agency in 1926.

### Starts Own Service

Carl Arbo has started his own advertising service at Vancouver, B. C. He has been for a number of years with the W. S. Pearce Company, publishers' representative, of that city.

### Elected by Screen Group

L. E. Franseen, Eastern manager of the Alexander Film Company, New York, has been elected vice-president of General Screen Advertising, Inc., New York, newly formed corporation organized for the purpose of extending a uniform and standardized service in the distribution of motion picture advertising. The incorporators are the distributors of motion picture advertising services. D. T. Haines has been named regional manager of the Alexander Film Company's local service business throughout the East.

### Represents Halifax Papers

The Halifax, Canada, *Herald* and *Mail* have appointed the Chas. H. Eddy Company, publishers' representative, as their advertising representative in the United States.

# INDIANAPOLIS RADIUS GETS TWO BIG CHRISTMAS PRESENTS

Here is one of the nice Christmas presents Indianapolis will get:

—To quote from The Indianapolis News of November 23rd, "Upwards of \$750,000 will be diverted into Indianapolis trade channels in the remaining weeks before the Christmas holidays, it was indicated Thursday in a survey of the probable amount of money that will reach the city through the civil works program being sponsored by the federal government and from Christmas saving clubs." . . . . and The News of November 27th, said, "Estimates by relief officials indicated that approximately \$50,000 was paid in wages (Saturday, Nov. 25th) in Marion County (Indianapolis) to 4,192 men employed on civil works improvement projects."

And here is a Christmas present for the Indianapolis Radius:

Wheat adjustment benefit payments to farmers will give the fifty-six counties of the Indianapolis Radius \$903,681.00 . . . . the twenty counties (including Marion County) comprising the retail trading territory of Indianapolis will receive \$423,549.00 of this amount. The first check was paid November 13th, and the last check probably will be paid by January 1st.

As we have said before, the Indianapolis Radius was a good market in 1933 and it will be a BETTER market in 1934! Put this market on your sales map now . . . . SELL IT through the one newspaper that gives complete coverage with home delivered circulation . . . The Indianapolis News.



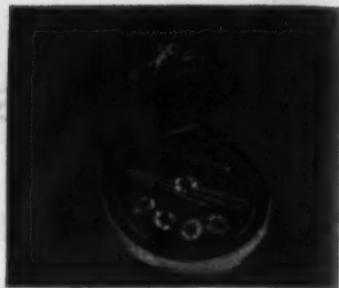
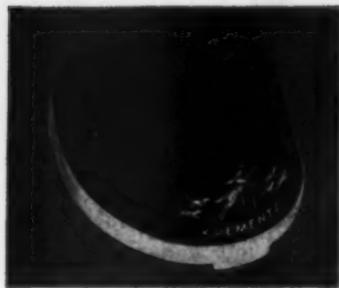
## THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 East 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.



## Jewelry on the Hoof

**N**OVELTY, attractiveness, appropriateness and an appeal to superstition are four elements embodied in a gift package for sports jewelry by Krementz & Company.

The package is designed in the shape of a horse's hoof, a shape sufficiently original to possess strong novelty appeal. The idea of a hoof was not selected arbitrarily. A great many of the buyers of sports jewelry being equestrians, the tie-up was decidedly logical. Moreover, the hoof capitalizes the good-luck belief commonly associated with a horseshoe.

By following actual colors, a fairly faithful replica of a hoof has been achieved. The upper portion of the package is covered with black glossy paper while the lower part is finished in a silver metallic stock. Inside the cover—or hoof—the color is red, the same shade as a hunting jacket. The base, upon which the jewelry is fixed, is black velvet, insuring an appearance that is rich and smart without being lavish.

Krementz is featuring the Lucky Horseshoe Gift Box in current magazine copy.

### Heads Eastern Sales of W. F. Hall Printing

Wendell H. Cowles has been appointed Eastern sales manager of the W. F. Hall Printing Company and the Art Color Printing Company, Dunellen, N. J., a subsidiary. The New York sales offices of the W. F. Hall Printing Company and its subsidiary have moved to the Graybar Building.

### With Franklin Printing

Lawrence S. Roney has joined the service department of the Franklin Printing Company, Philadelphia. He had been with the Charles Blum Advertising Corporation, of that city, since 1921.

### Represented by Foote

N. Frederick Foote & Associates, New York, have been appointed national advertising representatives of the *U. S. Navy Review* and the *U. S. Coast Guard Magazine*.

### Alkalol to Humphrey

The Alkalol Company, Taunton, Mass., Alkalol and Irrigol, has appointed the H. B. Humphrey Company, Boston, as its advertising agency.

### Places More of Account with United

The U. S. Industrial Alcohol Company of New York and its subsidiary, U. S. Industrial Chemical Company, have appointed the United Advertising Agency, of that city, to handle their business-paper advertising. This is in addition to the consumer campaign on Super Pyro anti-freeze handled already by this agency.

### Lighting Papers Merged

Krieger Publications, Inc., New York, has merged its two publications in the lighting field, *Lighting* and *Lamps*. The merged publication will be known as *Lighting with which is combined Lamps*.

### Forbell Named Vice-President

Charles H. Forbell has been appointed vice-president and art director of Ferns, Anderson, Inc., New York, bank advertising.

### Death of E. S. Taylor

Edgar S. Taylor, publisher of *The Medical World*, Philadelphia, died last week.

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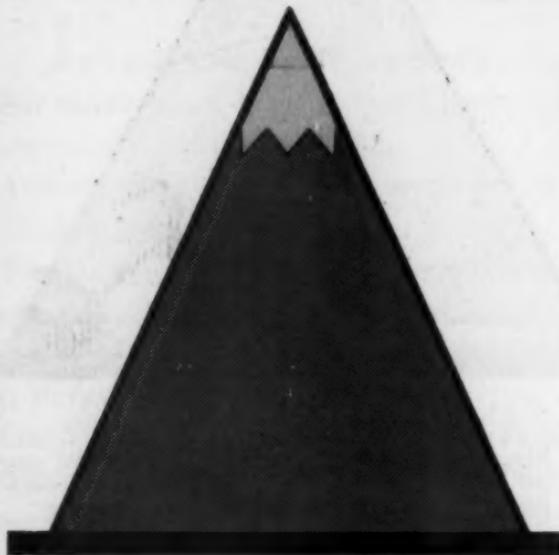
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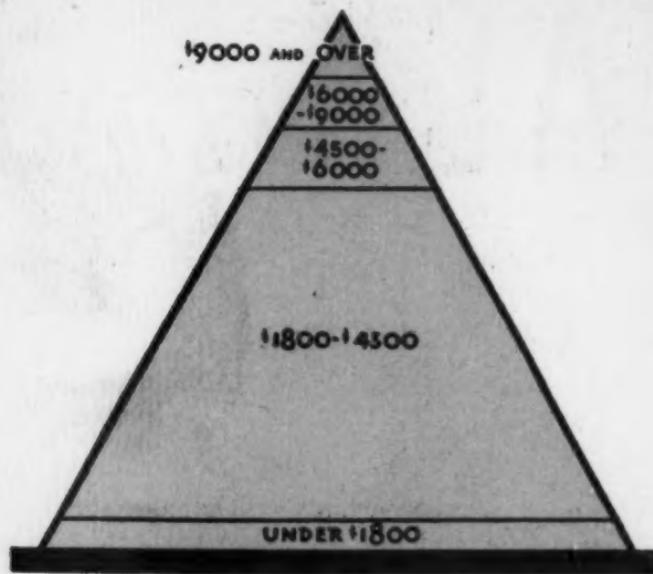


... One of which we are always  
being advised to get down to, etc.



**A PRIMER FOR ADVERTISERS**

# THE MARKET



In New York City, the distribution of annual family incomes is approximately as follows:

over \$9,000	17,934 families
\$6,000-\$9,000	68,478
\$4,500-\$6,000	89,145
\$3,000-\$4,500	750,403
\$1,800-\$3,000	600,132
under \$1,800	184,483

This data is taken from the New York Survey made jointly by the New York Times, New York Herald Tribune and The News.

This classification was determined by using rent or property valuation figures available in the 1930 Census as a base for annual family income; and by grouping districts by median incomes.

Even in wealthy New York there aren't so many wealthy people!



**I**T's a *marketing TACK*, and not a pretty thing. We didn't make it. It's a joint product of God, human nature and circumstance.

And we can't change it. Neither can you. You have to get along with it just as it is.

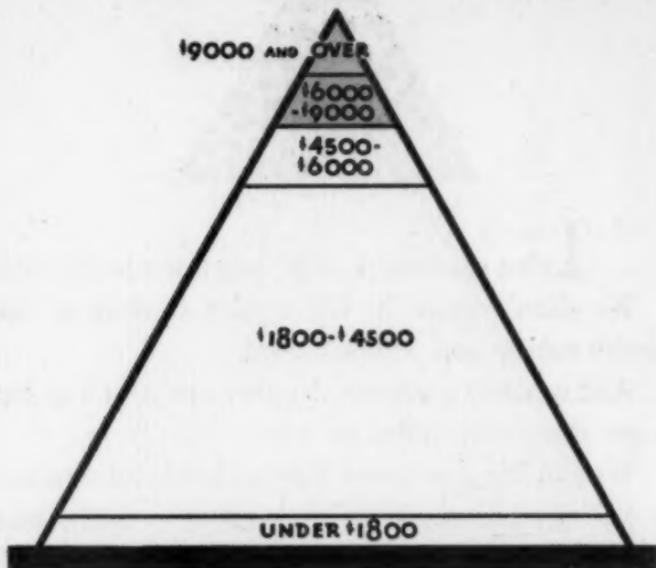
We can imagine better Tacks—beautiful slim tacks 99.44% gold. Some advertisers do imagine better tacks. But nobody ever actually finds such tacks. All of the tacks you find are pretty much brass.

Our Tack is the New York market. It's like most tacks except there is a little more gold on the tip. As in every market, there are a few people with a lot of money, and a lot of people with a little money.

Our Tack is pictured with the help of the U. S. Census of 1930. The basis is rent or property valuation. We think our figures are true, as true as any figures can be in this vale of tears. Maybe you know a better way to draw a tack? Go ahead. When you finish, your tack won't vary very much from ours. The difference will be in thin decimals. But the principle will be the same.

And the principle is the big thing, say those people who always want us to get down to brass tacks. Although some of them are mighty fussy about the interest, too.

# • THE FALLACY



**86,412** families in New York City are found in the over-\$6,000 annual income bracket—and

**3,350,000** is the total number of newspapers bought each day in the City proper . . .

With so few families, and so much circulation—  
you figure out the “Quality Media”!

In fact, the high income audience in the whole country is a very limited circulation field for any kind of publication!



**M**ANY publishers insist that their books are edited for, and sold to, only the high income brackets. This is an illusion—and an impossibility.

An editor is not a cashier. He collects interests, and not incomes. A successful editor attracts the eye, stirs the imagination, appeals to the emotions, informs the mind. Everybody has eyes, imaginations, emotions, minds. If he interests people, he interests all kinds.

Unfortunately for advertisers, incomes and interests do not coincide. Low brows often go with high credit ratings. Good income is no assurance of good taste. Big money doesn't certify big intellect. Money doesn't care who owns it—and all kinds of people do.

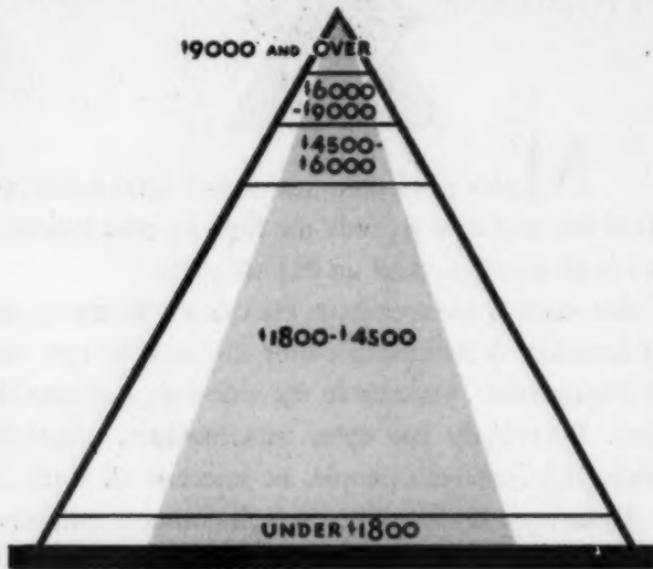
Nobody can edit to money. If the publication is good, all kinds of people want to read it.

Nobody can confine circulation to a moneyed audience. If a publication is good, all kinds of people buy it. As yet, subscriptions are not checked against the Social Register; no newsdealer maintains a credit department.

Newspapers cost so little anybody can buy them—and everybody does. The newspaper that interests most people interests the most incomes, big or little.

Circulations are VERTICAL, drawn from all income classes; and not HORIZONTAL, confined to any income grades.

# & THE FACT.



**The distribution** of News daily circulation by income groups is as follows:

In districts with the median family incomes of:

Over \$9,000 . . .	10,034	\$3,000-\$4,500 . . .	479,493
\$6,000-\$9,000 . . .	43,165	\$1,800-\$3,000 . . .	371,918
\$4,500-\$6,000 . . .	53,554	Under \$1,800 . . .	91,513

**CIRCULATION  
IS VERTICAL  
NOT HORIZONTAL**



WHEN Roosevelt speaks, Lindbergh flies, Coolidge dies, Utah votes dry, business perks up . . . the world wants to know.

The appetite for news is universal, and knows no economic classifications.

The striking photograph catches every eye, regardless of the brain or the bank balance behind it.

Consequently the newspaper that does the best job of serving the news, that satisfies the reader best, draws the largest audience.

In New York that newspaper is *The News*. *The News* interests more people than any other newspaper in this country.

Sold at the same price as other newspapers and sold from newsstands, we cannot confine its circulation to any economic level. The factors that make it a successful newspaper, that make any publication successful, are not economic. It would be silly to claim there is any correlation between the incomes of our readers and the interests of our readers. It is silly for any publisher to make a like claim.

*The News* draws readers of all kinds, from all economic levels. It goes to a majority of literate families in New York City—a majority in all economic levels.

It reaches most of the poor, the middle, and the

rich. And it is the best medium here for that reason.

It reaches precisely the same people that other papers reach—only more of them.

Smaller circulations do not indicate a better audience—only a poorer newspaper!

Circulations are VERTICAL, made up of all economic grades—and not HORIZONTAL, drawn from any certain economic levels.

This statement holds for *all* circulations.

Why not, then, use the newspaper that does the best job in its field? The best job makes it the best advertising medium.

WITH more than 1,400,000 circulation daily, The News affords the only thorough and adequate coverage of the market available in any single New York newspaper.

The visibility of its small page makes it a more efficient carrier of the advertising message, makes advertising more seen, more effective, more resultful.

And it costs less than any other newspaper in the field—per reader, per impression, per result—a lot less!

Can we help you sell more in New York?

● **THE NEWS**

**NEW YORK'S PICTURE NEWSPAPER**

**220 East Forty-Second Street, New York**

**Kohl Building, San Francisco • Tribune Tower, Chicago**

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# Advertising as Seen Through a Flannel Shirt

RYDAL, PA.

*Editor of PRINTERS' INK:*

A continuous reader of PRINTERS' INK for over six years, I have a hunch that the majority of your subscribers are white collar men. Time was I sat at a desk in an agency twenty-six floors above the street. I thought advertising a swell game and that the agency people knew it all—or nearly all. After a period of observation from the other end of the field my opinions have modified a bit.

In the six months that I have been working at a filling station I have talked with many advertising men and business executives. It is interesting—and amazing—to note that not one has asked me any pertinent questions regarding my work—the reactions of customers to the service rendered; what they say of their cars; how we are trained to sell and so on. Perhaps filling station men, although they meet so many buyers from every walk in life, are not supposed to possess intelligence.

Nevertheless, questions often arise in the mind of a worker and if "there is no one to listen" to his questions, where shall he turn but to PRINTERS' INK—"right in these pages."

From experience, I know that ideas conceived in the office sometimes prove unworkable. Before giving a display and selling talk

to those in the field, is it tested out? If the idea is unusual, is it backed up by advertising? If it does not go over, is it withdrawn? Who plans the idea? The workers feel that whoever thought up the idea does not understand from experience what is involved in its application. What is more important, what the customers think of the idea is lost sight of.

It is all very well to go direct to the consumer for ideas but perhaps now is the time to go a step further and ask some questions of the man behind the counter, the man at the bench or the filling station attendant. Under the NRA capable men are working at strange jobs to keep alive. They take those jobs seriously; they are not merely planted there for a brief period by a "merchandising research department." They admit they are getting "the most enlightening experience of several generations."

I am glad that I am having my present experience and the hard work. From an excellent point of observation I enjoy watching the business come back. Some day, if I go back into advertising, I shall obtain answers to my questions and shall have an ear strained to hear the suggestions of the workers. Some of them might be good.

SPENCER BROCK, JR.

## Foley Gets Casualty Insurance Advertising

The Richard A. Foley Advertising Agency, Inc., Philadelphia, has been appointed to handle the advertising of the Manufacturers' Casualty Insurance Company, of Philadelphia. Newspapers and direct mail will be used.

## Appoints Hirshon-Garfield

The advertising account of Fifth Avenue Modes, Inc., New York, has been placed with Hirshon-Garfield, Inc., New York agency. Magazines will be used to feature Fifth Avenue Modes semi-finished dresses.

## New Account to Mathes

The Allerton New York Corporation, hotel operator, has placed its advertising account with J. M. Mathes, Inc., New York advertising agency.

## Joins Four A's

Henri, Hurst & McDonald, Inc., Chicago, has been elected to membership in the American Association of Advertising Agencies.

## Has Shirt Account

Tooke Bros., Ltd., Montreal, manufacturer of shirts and collars, has appointed W. P. Tuttle, of that city, to direct its advertising.



## Radical Changes in Food Packages

Grocery Industry Has Kept in Step with Modern Trends in Container Design

W. A. McDERMID  
NEW YORK CITY

*Editor of PRINTERS' INK:*

I would be very much obliged if you would give me the names of four or five products which had a large, well-established volume over a considerable period of years for old-fashioned package designs, and which have since made fairly radical changes in these designs. The products should preferably be in the grocery field.

W. A. McDERMID.

IT is no more difficult to find radical package changes in the grocery industry than in any other. It is true that ten years ago this industry seemed to lag behind the drug industry in progressive packaging but in some ways its problem was much more difficult.

The chief bone of contention was whether a package should have appetite appeal or not. Extremists on one side maintained that every container should make the mouth water while extremists on the other side denied vigorously that it is possible to have such a thing as appetite appeal and even if it were possible it would not be particularly desirable.

Fortunately, most of the fuss and feathers incident to this controversy have subsided and the final result has been that good old appetite appeal has been pretty well counted out.

It is difficult to choose any particular packages as typical of the radical changes that have taken place in the field, because these changes are of a different type.

For instance, when General Foods brought out the new Vita-Fresh package for Maxwell House Coffee a radical change in design was forced by the fact that the vacuum can must, of necessity, be different in shape from the ordinary pound coffee can. In this particular instance the company retained the color scheme and many of the design factors of the old container but so changed was the shape that the design had to be radically altered.

On the other hand, the Great Atlantic & Pacific Tea Company, with its three brands of coffee, Bokar, Eight O'Clock and Red Circle, recently made a radical design change without changing the shape of the packages.

Here the company was following a definite sales idea in making a change. It has advertised its



## BY CARRIER TO THE HOMES OF BALTIMORE

THE SUNPAPERS GO HOME  
is more than a pleasant-sounding slogan. It is a statement of substantial fact.

The great popularity of Sunpaper Carrier Delivery is attested by the hundreds and hundreds of blocks throughout Baltimore and suburbs where Sunpapers are delivered to every occupied house.

More than 40 of the 141 men who hold Sunpaper route franchises and who give all of their time to this work, have been serving Sunpapers continuously for 10 years or longer.

A few of the many "solid blocks" on the route of Clarence Morningstar are here shown. Carrier Morningstar has been delivering Sunpapers without any let-up since 1921.

Coverage such as this reiterates what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.



## THE SUNPAPERS IN NOVEMBER DAILY (M & E) 270,542

THE  
MORNING

New York: John B. Woodward, Inc.  
Detroit: Joe R. Scolaro



EVENING  
Atlanta: Garner & Grant

SUN  
SUNDAY

Chicago: Guy S. Osborn, Inc.  
St. Louis: C. A. Cour

three coffees as a complete service and suggested to consumers that they do not buy by price, but by taste. In order to carry this idea still further, it was decided to develop a common design for the three different packages which was done.

The only differences in design are on side panels which are arranged so that they tie-up with the old packages. The company felt that this was essential for the present time but tests have proved that most women did not seem to bother because a change had been made. They accepted the packages as authentic because they were sold in A & P stores.

Another distinct set of radical changes were those made in the Borden Cheese packages. Here, still another problem presented itself.

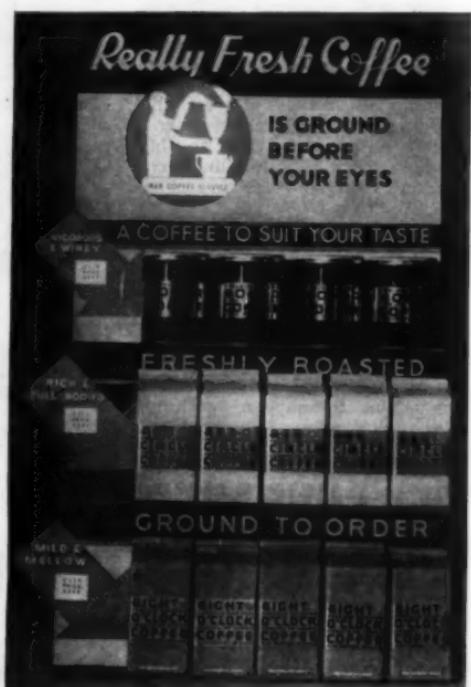
The Borden company, as now constituted, is made up of a number of merged companies and in the cheese division Borden was selling the well-established product of a number of different organizations. The company wished to hold the good-will that these organizations had built but knew that in the long run the Borden name would be more important in building consumer acceptance than the names built by the other companies.

Therefore, it started out several years ago on a carefully planned series of slow changes which would gradually bring all the packages into a common family so far as resemblance is concerned. At first glance it seemed almost impossible to reconcile all the different packages but, after the designers had been at work for some time, they were able to work out a program

which has been carried through to success.

Sometimes, as in the case of Log Cabin Syrup, a radical change in design does not necessarily supplant the old design. The manufacturer of this product realized that the old cabin can, with its gabled roof, had built up a great deal of acceptance. On the other hand, it realized that with a number of people this peculiar shape was as much of a sales disadvantage as it was often, particularly in the case of children, an advantage. Therefore, the manufacturer redesigned the cabin package, not radically and keeping the old shape, and then brought out a new easy-pour jug for those who wished this kind of package for table use.

When a change was made in the Pabst Cheese packages a specific design was worked out that would



*Careful planning toward certain major objectives lay back of the new design of A & P's coffee packages*

create what is usually called, "continuous display." In other words, the design was arranged so that in almost any position the packages were placed in juxtaposition to each other a band, common to all the packages, would join up and make a running band throughout the display.

The significant thing about all of the changes mentioned in this article is not, of course, that the changes have been made but rather that the large food companies, with established brands and brand names upon which millions of dollars have been spent, believe it essential to business progress to make radical changes in package design. It makes the contention of some smaller organizations that package change is not essential, seem rather foolish.

Because of the many changes

that have been made, good package design is becoming increasingly important in the food industry. So long as a package design has the ability to help sell a product radical package changes will be necessitated.

Furthermore, it is interesting to note that many companies in the food field do not consider that a package change made four or five years ago is sufficient today. For instance, the Bokar package has been changed several times, not always radically, but it has been changed. The packages of most of the General Foods products have undergone several modifications.

Such cases demonstrate that these companies realize the importance of keeping up to date with packages just as well as with any other selling method they use.

\* \* \*

## Death of Alexander Legge

ALEXANDER LEGGE, whose administration of the International Harvester Company was ended by death last week, was a man who combined a superlative knowledge of his market with the ability to apply it well. Few have known and understood the farmer as well as he and that was an important factor in his rise from a farm boy with virtually no formal education to the presidency of the country's largest farm implement concern.

Mr. Legge joined the old McCormick Harvesting Company in 1891 as a collector at its Omaha branch and seven years later came to Chicago as manager of the collection department. When, in 1902, International was formed through a merger of McCormick, Deering and other interests, he was appointed manager of domestic sales.

\* \* \*

### Appoints Rochester Agency

The Hutchins Advertising Co., Inc., Rochester, N. Y., has been appointed to direct the advertising of the Standard Brewing Co., Inc., of that city. Louis G. Kelly is advertising manager of this brewery.

He became president of the company in 1922.

A recent evidence of his business ability came when, with the farm machinery business diminishing because of the depression, he increased his company's business in the production of tractors and light trucks.

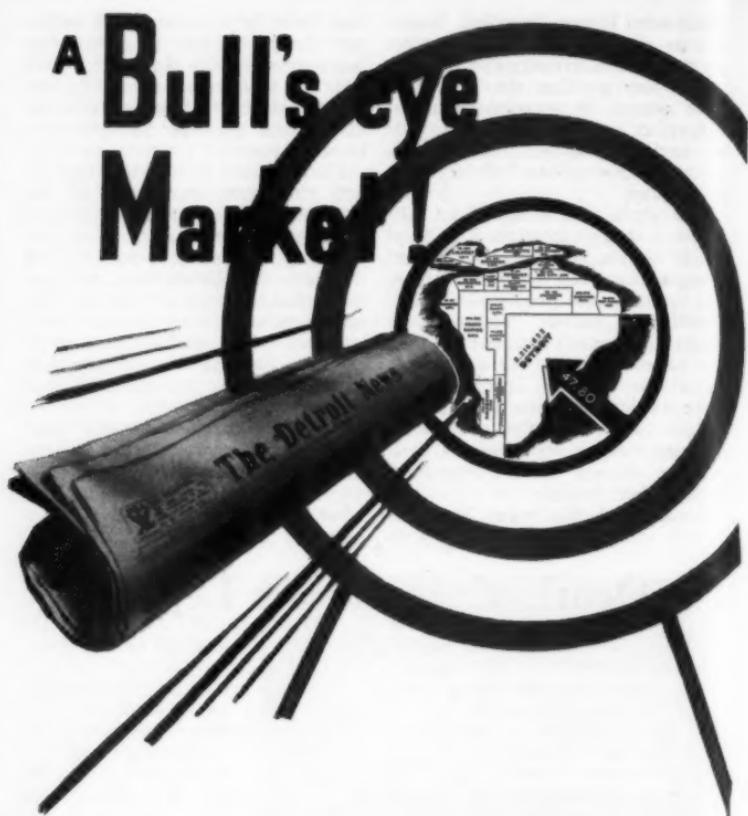
During the World War he served the Government as head of the Allied Purchasing Company, which handled the nation's buying of billions of dollars' worth of war supplies. In 1929 he relinquished his duties at International Harvester to accept the chairmanship of the Federal Farm Board, returning after twenty months' service to resume the Harvester presidency.

He was sixty-seven years old at the time of his death, which came at his home in Hinsdale, Ill.

\* \* \*

### Hallenbeck Joins Reliance

Ernest A. Hallenbeck, former president of the Soil Products Company and Hallenbeck, Klein, Hutchins, Inc., direct mail, has joined the Reliance Graphic Corporation, New York, direct mail, as vice-president.



THERE is nothing confusing about the Detroit market.

It is a large clear target, embracing a trading area that dominates the State of Michigan. But if you are not fully informed upon the means of reaching this market, it is possible for many of your shots to go astray or be wasted altogether.

*The Detroit News* has always been recognized as the great home paper of Detroit. There is special significance in this fact today. For home life is richer...more serious...more concerned about the expenditure of income. Evening newspapers that reach into the home are read with more attention than ever before, not merely by one member of the family, but by all! It is in the home of Detroit that the purchasing power of Detroit lies. Here is the bull's-eye of

your target. Its rewards have increased greatly in the last half-year, with the marked return of prosperity to Detroit.

**The Detroit News is hand-delivered into 71% of the better homes!**

The predominant leadership which *The Detroit News* has maintained in local, national and classified advertising is no mushroom growth. It has been maintained for twenty years. During many of these years *The News* has led not only Detroit and Michigan papers but the whole United States.

The reason for this position is simple. Advertising in *The Detroit News* is extraordinarily successful . . . as the record shows!

#### Some factors of importance to advertisers

Automobile sales in Detroit are largest since 1930.

\$53,674,563 is being paid off by the Guardian and First National Banks of Detroit—in addition to the 40% paid off last spring.

Employment gains in October over the same month last year show a 35.2 per cent increase, according to the report of the State Department of Labor.

The most recent figures available . . . those covering the first ten months of 1933 . . . show that *The Detroit News* stands fifth among all newspapers of the country in advertising lineage.

*In the six rich counties comprising the Detroit trading area, The Detroit News has 45,000 more Sunday and 33,000 more week-day circulation than any other Detroit newspaper.*

# The Detroit News

THE HOME NEWSPAPER

Member Major Market Newspapers, Inc.

New York Office: I. A. Klein, Inc., 50 East 42nd St.

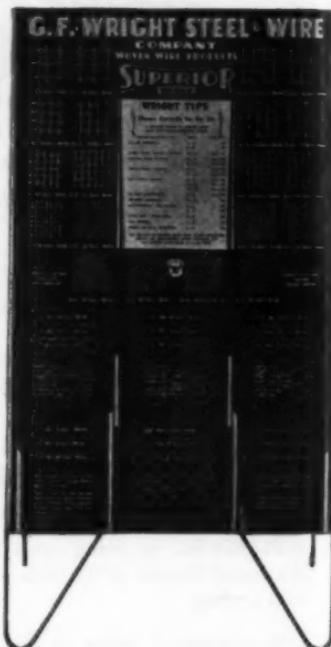
Chicago Office: J. E. Lutz, 180 North Michigan Ave.

# This Display Is a Sample Board and Directory

SEEKING to stimulate dealers' sales of netting and square mesh cloth, the G. F. Wright Steel & Wire Company recently tried out a half dozen home-made display boards among a group of dealers. Results were so satisfactory that the company went ahead with a plan to design the permanent selling fixture for dealers shown here-with.

The fixture is a sample board and a directory, telling the correct grade of material for each job. It answers such questions as: What netting is best suited for baseball backstop, tennis court, fox pens, dog runs, stock shelf backing? In reading the directory of uses the prospect learns of purposes for which netting and square mesh are put not known to him. It also brings home the fact that there is a greater variety of netting and wire cloth than is usually thought.

In the center of the display there is a yellow panel titled "Wright Tips," to which are attached two springs. From time to time new uses for netting and square mesh cloth that have universal application are reported to the company. As these discoveries are made the company will mail to dealers a poster or picture bulletin that may be attached to these springs and thus occupy a featured place on the display fixture.



The display is finished in oil colors and is easy to keep clean. It has been designed to serve as a floor stand or to be hung on a wall or swinging panel. It is supplied to dealers who order twenty-five rolls of netting and wire cloth, assorted.

## Harlan to Give All Time to Agency

After January 1, M. E. Harlan will devote his entire time to the Harlan Advertising Agency, San Francisco, giving his major attention to the account of A. Schilling & Company. For several years he has acted as advertising manager for Schilling in addition to his agency duties. His successor is Frank V. Harkness, since 1928 California sales representative of the Edwards & Deutsch Lithographing Company, Chicago.

## Appoints Fletcher & Ellis

Apple Concentrates Corporation, New York, maker of Apple-lax, has appointed Fletcher & Ellis, Inc., New York, to handle its advertising.

## Automotive Account to Reach Agency

The Durwyllan Company, Paterson, N. J., Tripletwear brake block, All-traffic brake lining and other automobile accessories, has placed its advertising account with the Charles Dallas Reach Advertising Agency, Newark, N. J.

## Stanley H. Jack with Mitchell-Faust

Stanley H. Jack, until recently secretary of the Russell C. Comer Advertising Company, Kansas City, Mo., has joined the Chicago staff of the Mitchell-Faust Advertising Company.

# Unearthing Hidden Sales Outlets

An Example, Taken from the Drug Field, of Data Provided by the Census of Distribution

By G. O. Gooding

Advertising Manager, The Oakland Chemical Company

THE 1930 Census of Distribution was the most ambitious study of retail distribution ever undertaken. It was the first study based on a canvass of all stores rather than on the use of the sample method. Yet many manufacturers and merchandisers have not availed themselves of the wealth of information which the census revealed. Part of this is perhaps due to the fact that much of the information of real worth is buried deep in the maze of published data.

It is the purpose of this article to extract from that maze certain data and present them in a simpler form to illustrate the real worth

There has been considerable controversy in drug circles as to the value, to advertisers, of the country drug stores. Many experts have asserted that the country drug stores do not do a volume of business worth soliciting. Others have maintained that the reverse is more nearly true. Let us see what the Census of Distribution can contribute to the solution of this question.

According to the Census there were 58,258 retail drug stores in 1930 which reported doing a business in 1929 totaling \$1,690,393,000. The following table shows the distribution of these stores classified by cities according to population:

TABLE I  
Distribution of Retail Drug Store Business  
Classified According to Size of City

Size of City	No. of Cities of this Size	Total Population	Total Retail Drug Stores	Total Sales Retail Drug Stores	Average Sales Per Store
More than 500,000 ..	13	20,828,542	12,632	\$427,171,000	\$33,817
100,000 to 500,000...	80	15,497,194	9,673	343,146,000	35,475
25,000 to 100,000....	277	12,710,538	7,189	254,177,000	35,356
10,000 to 25,000.....	584	8,730,504	4,848	168,687,000	34,795
Under 10,000 .....	..	65,008,270	23,916	497,212,000	20,790
Total United States.		122,775,048	58,258	\$1,690,393,000	\$29,016

of serious study of the more detailed reports. For this example data pertaining especially to the drug field have been chosen.

The Census of Distribution revealed that drug stores, department stores, general merchandise stores and mail-order houses consistently sold drugs, patent medicines and drug sundries in some or all sections of the country. Of these types of retail outlet, drug stores are the only one which reported drug sales in every section of the country. Drug stores sold over 94 per cent of the total net sales.

The above table credits each city only with the sales actually made within the corporate city limits. It may well be reasoned by those who favor concentration on large city markets, that their sales and merchandising efforts pay no heed to city limits and that drug stores immediately adjacent to large cities should be considered as suburban rather than in the class of country drug stores.\*

The extent of suburban limits is more difficult to determine. They

\*The Census of Distribution classifies as "country" all places of less than 10,000 population.

# WANTED...



IN THE sales manual of every life insurance company appears a section on what to do when a prospect says, "I want to talk it over with my wife." Fresh in the memory of every life insurance salesman is the last occasion on which he had Montgomery Q. Prospect sold, only to find next day that Mrs. Prospect had turned her thumbs down on the deal.

The shadow of a woman stands behind every man who buys insurance, ready to help or hinder the sale according as she thinks well or ill of the insurance company, or of adding to the family budget at this moment, or of the institution of insurance in general.

That insurance company is well advised which places its message where the eyes of both husband and

# \$10,000 WORTH OF INSURANCE (MAYBE)



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wife will fall upon it. That insurance agent is lucky who does not have to convince the wife as well as the

husband of the virtues of his proposition.

All in all, it's a swell example of the glowing truth that in this world things are NOT bought by husband or wife alone, but by the family conference.

Redbook is one of the few magazines which are read by *both* sides of the family in almost exactly equal numbers. Every thousand copies are read by 1480 women and 1420 men. And in Redbook, insurance advertising is read by men *plus* women for 30% less cost to the advertiser than space in one-sex magazines.

To sell insurance to the man, sell the family! Redbook Magazine, 230 Park Avenue, New York.



SIR PHILIP GIBBS' great new novel "THE CROSS of PEACE" is the January novel-of-the-month printed complete on the pages of Redbook now on sale. A \$2.00 bookstore value in addition to Redbook's regular features.

vary according to the size of the trading center, the proximity of other centers, the geographical or topographical character of the area, and even according to such uncertain influences as habits and customs.

As applied to large cities, use of county borders to determine suburban areas is extremely conservative. In New York, San Francisco, and Philadelphia, for example, the city limits and county limits are identical. As applied to small cities, use of county borders is extremely liberal. It would allocate many small independent cities to other cities which happen to be slightly larger. However, with these weaknesses in mind, the following table based on counties is of interest. In this table each county is classified according to the largest city in the county.

portion of total sales in the larger city markets. In the trading areas (International Magazine delineation) of the thirteen cities of more than 500,000 population 18,506 retail drug stores are located. These stores in 1929 did a total business of \$602,106,000 or 35.6 per cent of the United States total.

The above data from the Census of Distribution lend support to both sides in the controversy over the value of country drug stores. A very large portion of the total retail drug store business is concentrated in the thirteen largest cities and the territory immediately adjacent to and influenced by them.

Cities of 10,000 to 500,000 population account for 45.3 per cent of the total retail drug store business. The 954 cities of more than 10,000 population contain 34,342 drug stores which do 70.5 per cent

TABLE II  
Distribution of Retail Drug Store Business  
Classified by Counties

Size of Largest City in County	Number of Counties	Total Population	Total Drug Stores	Total Sales Retail Drug Stores	Average Sales Per Store
More than 500,000 . . .	17	24,501,326	14,140	\$476,770,000	\$33,718
100,000 to 500,000 . . .	74	23,558,001	12,574	415,121,000	33,014
25,000 to 100,000 . . . .	188	17,846,902	7,911	247,910,000	31,337
10,000 to 25,000 . . . .	333	15,704,975	6,415	181,260,000	28,256
Under 10,000 . . . .	2,463	41,163,844	17,218	369,332,000	21,450
Total United States . .	3,075	122,775,048	58,258	\$1,690,393,000	\$29,016

By using county limits to delineate city and suburban areas, cities of over 500,000 include an extra 1,508 drug stores with a business volume of \$49,599,000. Another interesting fact which is disclosed when the above county table is compared with the preceding city table, is that the average sale per store is less in every classification except "country." In the classification "over 500,000" the decrease in the county analysis is less than any other classification—a natural sequence when the wealthy suburban areas of these cities are considered.

A further analysis by trading areas reveals an even greater pro-

of the total business of the United States.

The 612 counties in which these 954 cities are located contain 41,040 drug stores which do 78 per cent of the total business of the United States.

But in spite of this concentration, the country market has a large potential which the manufacturer seeking volume sales cannot easily ignore.

Smaller and scattered though it may be, the country market does account for 29.5 per cent of the total drug store business of the United States. Or, if estimated on a county basis, those counties which do not contain a city of 10,000 or

TABLE III  
Value of Country Drug Stores  
According to Section of U. S.

Section	Retail Drug Stores		Retail Drug Store Sales		Per Cent of Total Retail Drug Store Sales in places of less than 10,000
	Country Stores	Total Stores	Country Sales	Total Sales	
New England .....	986	3,902	\$24,904,000	\$119,870,000	20.8
Middle Atlantic ..	2,750	12,614	61,308,000	366,993,000	16.7
South Atlantic ....	2,991	5,858	59,714,000	163,376,000	36.5
East North Central	3,865	12,006	74,817,000	383,660,000	19.5
East South Central	2,048	3,468	40,013,000	87,647,000	45.6
West North Central	4,530	7,515	83,713,000	186,203,000	44.9
West South Central	4,115	6,488	86,437,000	172,791,000	50.0
Mountain .....	1,167	1,778	28,853,000	54,086,000	53.3
Pacific .....	1,464	4,619	37,453,000	155,767,000	24.0
U. S. Total.....	23,916	58,258	\$497,212,000	\$1,690,393,000	29.5

over, have 17,218 drug stores which do 22 per cent of the total retail drug store business of the United States.

The country market is especially important in the South, the West North Central and the Mountain sections. The total business and the share of that business done in stores located in places of less than 10,000 population for every section of the United States is shown in Table III.

In all places of less than 10,000 population the retail drug store business is divided as shown in Table V, on the following page.

One more factor regarding the value of the country store is the concentration of sales. The city drug store is more of a department store than the country store. While no specific data on this point are available the Census does give some indication of this fact. Of the 58,258 drug stores, 34,844 have

TABLE IV  
Retail Drug Store Business  
Classified by Types of Operation

Types of Operation	Number of Stores	Total Sales	Per Cent of Total Sales
Single-store independents ...	50,088	\$1,210,201,836	71.59
2 and 3 store independents and and local branch systems...	4,497	161,783,820	9.57
Local chains .....	1,965	132,474,301	7.84
Sectional chains .....	483	45,973,737	2.72
National chains .....	1,078	134,002,851	7.93
All other types .....	147	5,962,137	.35

Another consideration affecting the value of the country market is the fact that it is almost entirely free from chain-store influence. Chains are not so important a classification in the drug field as in the grocery field, but such influence as they do have is in the city field.

Classified according to the types of operation, the 58,258 drug stores are divided as shown in Table IV.

fountains and 23,414 stores do not have fountains. The portion of stores with fountains is higher in stores doing a higher volume of business. Since the city store does do, on the average, more business than the country store, it is logical to assume that city stores are more likely to have fountains. In drug stores with fountains, drugs and patent medicines account for 31 per cent of the total retail sales and



Molekyl

**The Comic West** cost **nothing**  
**brings lowest** Wisconsin, and **earns**  
**of Return**, **Winnipeg**, and **earns**

But the *Journal* is not the only one that has been successful in this field.

C. *Canis lupus* (with domesticus as a subspecies) was 1500, with *varipes* as 40% less than in Japan, 1500, with *varipes* as 40% less than in Japan.

(1) *A woman's Weekly*,  
(2) *The Comic*,  
(3) *The Sun*. The sum of the total of each four readers

W.M. GUNNISON & CO.

# your advertising wagon

## to a horse like "Spark Plug"

47 leading advertisers have drawn winning tickets on Barney Google and his pals in *The Comic Weekly* . . . Isn't it good horse sense to take a real look at the records they've rolled up?

SAYD Judge Elbert H. Gary to the reporter, "Will Barney Google's Spark Plug win the International Derby?"

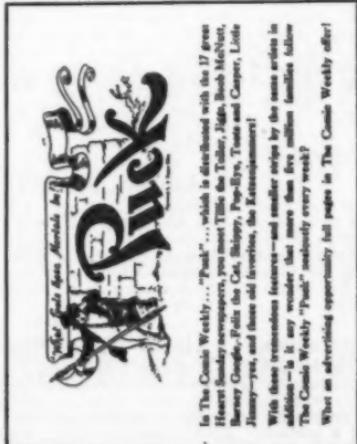
And when the reporter looked seaward, the late Chairman of the United States Steel Corporation laughed and added: "Yesterday, at a director's meeting, one of the men asked that question. I found every single one of our directors read the comics!"

Dr. George H. Gallup reported, after a recent survey: "More people read the comics than the front page banner story" . . . 68% of all men and 72% of all women who read the Sunday newspapers . . . "Bankers, university presidents, professors, doctors and lawyers...truck drivers, waiters and day laborers."

Whom do you want to reach with your advertising? It doesn't matter! If they're human, they read the comics. Love and laughter, chills and tears—the four great common denominators of human interest, the essence of all entertainment, expressed in terms everyone can understand—get them all! That's the secret of 47 leading advertiser's success with *The Comic Weekly*, which is distributed through the 17 great Hearst Sunday newspapers to more than 5 million homes—success measured in sales, profits, cash received.

### *Hit 'em your wagon in a stare!*

Place your bets on Barney Google and his pals in *The Comic Weekly*. \$17,500 is the price of a check page—inside pages, \$16,000. Circulation more than twice that of the great national weekly magazine *Look*. Results that have seldom been duplicated by any medium, even in the more prosperous year. Look at the records others have piled up. A call to COTTERSON 5-2642 in New York, or Superior 6820 in Chicago will bring them to your desk.



In *The Comic Weekly* . . . "pals" . . . which is distributed with the 17 great Hearst Sunday newspapers, you meet Title the Tailor, Higby, Bush McVett, Barney Google, Pals the Cat, Shillye, Pop-Eye, Tonto and Casper, Little Jimmy—yes, and some old favorites, the Kingletonites! With these tremendous features—and smaller strips by the same artists in addition—is it any wonder that more than five million families follow *The Comic Weekly* "pals" monthly every week? What an advertising opportunity full pages in *The Comic Weekly* offer!

# The Comic Weekly

**Everybody reads the comics**

Palmolive Building, Chicago

969 Eighth Avenue, New York City

TABLE V

Retail Drug Store Business in Country Areas  
Classified by Types of Operation

Types of Operation	Number of Stores	Total Sales	Per Cent of Total Sales
Single-store independents . . . . .	22,571	\$455,516,384	91.80
2 and 3 store independents and local branch systems . . . . .	944	25,923,072	5.23
Local chains . . . . .	181	6,568,771	1.32
Sectional chains . . . . .	29	1,206,004	.24
National chains . . . . .	24	1,629,591	.33
All other types . . . . .	134	5,358,601	1.08

in drug stores without fountains drugs and patent medicines account for 40.4 per cent of the total retail sales. It is therefore probable that a larger portion of the country drug store's sales is concentrated on drugs and patent medicines than is true in the city.

It has been the purpose of this

article—necessarily sketchy because of space limitations—to illustrate the value of serious study of the detailed reports of the Census of Distribution. No attempt has been herein made at an exhaustive analysis. The problems and questions which the Census can answer are too diverse for a general summary.



## Direct Farm Philanthropy

Several men of prominence in the merchandising, advertising and publishing fields are numbered among the founder-trustees of the new Farm Foundation, which will be devoted to the improvement of "the social, cultural and economic conditions of rural life," and to which Alexander Legge, late president of the International Harvester Company, willed \$500,000, in addition to a prior contribution of \$400,000.

Among the members at large are: Clarence Poe, *The Progressive Farmer and Southern Ruralist*; John Stuart, president of the Quaker Oats Company; and Clifford V. Gregory, *Prairie Farmer*. Representing specific interests are: Merchandising, Robert E. Wood, president of Sears, Roebuck & Company; manufacturing, Owen D. Young, chairman of the General Electric Company; Farm press, Dan A. Wallace, Webb Publishing Company; radio, Frank E. Mullen, National Broadcasting Company.

## Steel Account to Western Agency

The Walker Advertising Agency, San Francisco, has been appointed to handle the advertising of the Columbia Steel Company, San Francisco, Western subsidiary of the United States Steel Corporation. Business papers and farm papers in the West will be used.

## Joins Philadelphia Typographer

Ralph Brown, formerly of The Loane-Brown Art Studio and more recently operating an art service of his own in Philadelphia, has joined Typographic Service, Inc., Philadelphia, as a contact representative.

## Chicago Post Elects

Thurlow W. Brewer, of the *New Yorker*, has been elected commander of the Chicago Post of the American Legion. He succeeds Vernon Beatty.

Other new officers are: First vice-commander, Henry A. Slatin, George A. McDevitt Company; second vice-commander, E. Ross Gamble, Erwin, Wasey & Company; third vice-commander, F. R. Cross, Alemite Corporation; treasurer, A. G. Ensrud, J. Walter Thompson Company; assistant treasurer, K. E. Shepard, of the agency bearing his name; adjutant, A. W. Swan, Swan Studios; assistant adjutant, Elmer Flagler, *New York News*.

Directors elected for three-year terms are: Paul Harper, J. Walter Thompson Company; Arch Crawford, Curtis Publishing Company; W. C. Savage, Scripps-Howard Newspapers; Albert Freitag, Pepsodent Company; and A. S. Vinnedge, *Literary Digest*.

Robert Preble, W. F. Quarrie & Company, was elected to an unexpired term on the directorate.

## Appoints Frank H. Meeks

Frank H. Meeks, sales promotion, New York, has been appointed national distributor of the Inside-Out Window Washer, manufactured by the Better Appliance Institute of New York. Full-page magazine copy is being used to introduce this device.

## Heads International Maté

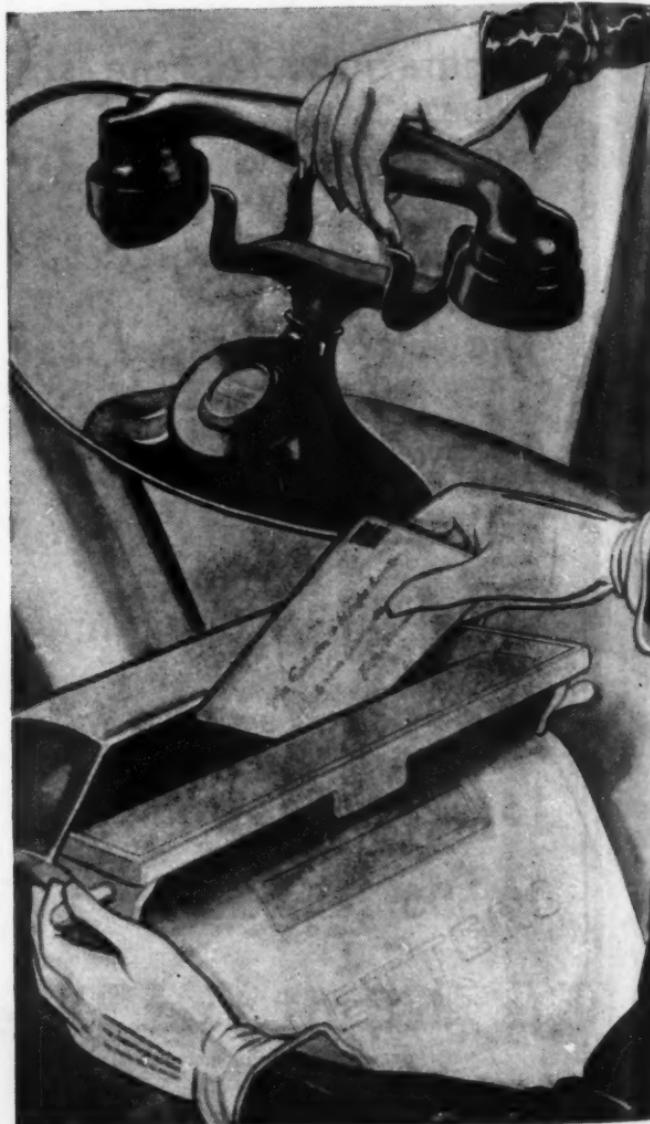
James A. Smith, for a number of years vice-president and general manager of Dorothy Gray, cosmetics, has been elected president of the International Maté Company, Inc., New York, importer of Joya Maté.

According to sworn statements of newspaper circulations for the six months' period April 1st to October 1st, 1933, The Detroit Free Press made a gain in weekday circulation of 4,996, while the two evening newspapers showed losses of 6,768 and 10,506 respectively.

**The Detroit Free Press**

1831—OVER A CENTURY OF SERVICE—1933

# INQUIRIES...



**More than 200,000 of  
them will be received  
from women readers**

**I**N THE basis of figures covering the first 11 months of the year, more than 200,000 inquiries will be received from women readers of the Public Ledger and The Philadelphia Inquirer during 1933. This means that during every hour of every day of the entire year, 24 women readers either write, 'phone or call in person in response to some feature in which they are vitally interested.

Here is indisputable proof of acceptance, interest and responsiveness on the part of women readers. It is tangible evidence of the tremendous influence wielded by these newspapers in a multitude of homes.

The Public Ledger and The Philadelphia Inquirer are preferred by so many women readers because more than 40 expert women writers handle the subjects in which they are most concerned—subjects that cover the whole category of their interests.

The acceptance and responsiveness of women readers is one of the greatest assets of these newspapers—an asset which advertisers may share in building sales in the great Philadelphia market.

**PUBLIC LEDGER**   
MORNING EVENING SUNDAY  
**The Philadelphia Inquirer**  
MORNING SUNDAY

# Liquor Advertising

ZIMMER-KELLER, INC.

DETROIT

## *Editor of PRINTERS' INK:*

We would appreciate it very much if you would advise us if there is available a list of newspapers and magazines that will not accept liquor advertising.

W. F. ZIMMER.

THE November issue of PRINTERS' INK MONTHLY carried a list of the leading magazines, farm papers and newspapers and their answers to a query as to whether or not they will accept hard liquor advertising. A supplementary list of publications appears in the December issue, along with the answers of the leading radio stations on the same question.

A number of publishers and radio station operators are still undecided. To date, fifty-six periodicals have answered "No" and seventy "Yes." Practically all of the farm papers

are in the "No" classification.

Of the newspapers, 305 so far have decided to accept liquor advertising and fifty-five have decided against it.

The majority of radio stations report that they are undecided on this question. So far, forty-one have answered definitely "Yes" and twenty-five say "No."

Of course, all of the answers are dependent upon State and Federal legislation. Liquor advertising is now illegal in many States. In addition, most of the publishers and radio station operators will censor all liquor advertising severely.

In 1915 the Outdoor Advertising Association of America, Inc., adopted a resolution providing that no member should accept contracts for the poster advertising of spirituous liquor. According to George W. Kleiser, president of the association, this resolution remains in effect. It does not affect electric spectaculairs and painted displays.



## Now St. Louis "Star-Times"

The St. Louis *Star and Times* is now being published as the *Star-Times*. The change in title was made in the interest of brevity and ease of pronunciation. The name *Star and Times* had been used since the purchase of the *Times* by the *Star* in 1932. The word *Times*, heretofore printed in old English type, is now printed in block letter style to conform with the remainder of the signature.

## Plans Intermountain Campaign

The L. S. Gillham Company, Salt Lake City, has been appointed to conduct an Intermountain States advertising campaign for the New Pep 88 super-anti-knock fuel manufactured by the Utah Oil Refining Company, Salt Lake City. Mediums will include newspapers, radio, displays, car cards and posters.

## Represents Beauty Group

James A. Ward, Chicago, has been appointed Western advertising representative of the Beauty Publications, Chicago, comprising *Screen Beauty Secrets*, *Diet* and *Screen Vanities*.

## Dashoff Joins Rankin

William Dashoff, formerly with Lyndon, Hanford & Kimball, has joined the New York staff of the Wm. H. Rankin Company.

## Liquor Accounts to Kastor

The Brown-Forman Distilling Company, Louisville, Ky., Old Forester, Early Times, Old Tucker and other brands, has appointed the New York office of H. W. Kastor & Sons Advertising Company to direct its advertising. Spitzer Bros., New York, importers and wholesalers of wines and liquors, have also appointed Kastor to handle their advertising.

## New Sports Paper

The *Morning Express* is the name of a new sports and dramatic daily which will be published at New York about December 15, with offices at 384 Lafayette Street. Arthur James, who was formerly city editor and Sunday editor of the *Morning Telegraph* for eight years, will be editor.

## Joins "Debate"

Milton Hauser, former associate editor of the *Penn Zone Sentinel*, has been appointed advertising manager of *Debate*, New York, a new publication, with offices at 122 East 42nd Street, New York.

## Mador to McJunkin

Mador, Inc., Chicago, cosmetics, has appointed the McJunkin Advertising Company, of that city, to handle its advertising.

# Whole Industry Is Helped by One Company's Advertising

Institutional Campaign Emphasizes the Record of Insurance Companies During Depression

FOR a great many years there have been persistently recurring efforts to persuade America's 320 life insurance companies to join forces in a nation-wide co-operative advertising campaign stressing the advantages of no one organization but the strength and stability of the industry as a whole.

Most of such efforts have foundered on the rocks of individualism, as there has been honest disagreement regarding the effectiveness as well as the machinery of such a campaign.

Believing that the time is ripe for a new note in life insurance advertising, and that the record of life insurance during the depression has furnished an unusually fine background for an institutional message, the Provident Mutual Life Insurance Company of Philadelphia has begun an institutional campaign as its own contribution to the cause. The campaign will consist of full pages in magazines. The security of life insurance as a whole is the motivating theme.

Reference to Provident, confined largely to the closing paragraphs of the advertisements, urges the public to invest in the security and soundness of life insurance. "Naturally we want you to invest through Provident Mutual or some other well-established, conservatively managed company. Invest through life insurance."

According to M. A. Linton, president of Provident, there is a sound economic basis for this campaign.

Excepting a few comparatively minor casualties, the life insurance business has held up remarkably despite the panic during the "four black years" of the depression era. While other institutions were find-

## There is No Substitute for SECURITY!

On this Principle Life Insurance  
was Able to COME THROUGH the  
Depression Years with Flying Colors

For the management of the  
whole new life insurance business  
it is up to the Citizen. Security is the  
only way the business can be  
run.

The business comes from the  
citizen, and the citizen is the  
insurer, making it a natural  
relationship.

The security that comes from the  
establishment of ample reserves to  
meet the needs of the insurance  
plan, or of plan.

The security that is based on a  
study of the needs of the individual  
and the needs of his family, and  
making it necessary to consider  
the whole situation.

How the great Life Insurance—the  
immending industry of it's own de-  
velopment—has been ridden out by  
the depression. How the great  
Life Insurance companies have paid it  
out day after day, month after month,  
in the form of annuities and savings  
plans . . . four and one-half billions  
of dollars to trust and cash values? How  
else could Life Insurance have done

the same wonderful thing of creat-  
ing and maintaining a record of  
over 100 billion dollars in reserves  
during these days of money commotion?

In Life Insurance there is no  
security for the citizen.

Quite steadily and even more steadily  
does it mean security for Security when

**PROVIDENT MUTUAL**  
Life Insurance Company of Philadelphia  
Founded 1854

*The splendid record of life insurance during the depression provides a fine background for the campaign*

ing it difficult to hold their own, life insurance was paying one hundred cents on the dollar, and actually increased its invested assets belonging to policyholders by two billions of dollars.

There are several reasons for this excellent record, Mr. Linton said. The first reason is the security and diversification of life insurance investments.

Another reason for stability is

THESE INSURANCES ARE COMPARED  
WHICH PROTECTION TO YOUR FAMILY IS  
MORE FIRMLY BASED FOR YOUR INVESTMENT

LIFE INSURANCE OFFERS THESE THINGS  
WITH A DEGREE OF SECURITY WHICH NO  
OTHER INVESTMENT OFFERS. LIFE INSURANCE  
HAS DEMONSTRATED THIS FACT UNDER CONDITIONS  
WHICH WE HOPE THE WORLD WILL  
NEVER AGAIN ENCOUNTER.

AND IN PROVIDENT MUTUAL, WITH A  
REMARKABLE FEELING OF PRIDE IN THE  
FACT THAT WE ARE LEADING THE DEP-  
RESSION, WE ARE CONVINCED THAT WE CAN  
DO THIS IN PAR. LEARN THROUGH LIFE INSUR-  
ANCE. PROVIDE FOR YOUR FUTURE  
THROUGH LIFE INSURANCE. FINANCIALLY,  
WE CAN DO THIS THROUGH PROVIDENT  
MUTUAL. PROVIDE FOR YOUR FUTURE  
THROUGH PROVIDENT MUTUAL OR  
ANY OTHER LIFE INSURANCE COMPANY.  
CONSISTENTLY MANAGED COMPANIES  
THROUGH LIFE INSURANCE, IT'S POSSIBLE.  
IT'S POSSIBLE.

SEE A PROVIDENT MUTUAL  
AGENT OR INSURANCE COMPANY  
TODAY AND GET A COMPARISON OF "THE  
SECURITY FOR YOUR FAMILY."

Provide Mutual Life Insurance Co.,  
Philadelphia, Pa.  
Gentlemen send me a comparison map of "The  
Security for Your Family".

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

the steady flow of premium and interest income. People, he points out, have had faith in their life insurance and have endeavored to pay their premiums regardless of the sacrifice involved. Mr. Linton believes the record of the constant stream of premium dollars through the depression years will be one of the striking phenomena when historians chronicle the events of the early thirties.

Only once was the structure of life insurance threatened. That was when the closing of the banks turned policyholders to the life insurance companies as the only place where they could obtain ready cash. Had this run continued they would have had to sacrifice choice investments at low prices, thus continuing the vicious cycle of deflation. But the Insurance Commissioners of the various States acted together to prevent this catastrophe, and limited payment of cash or loan values until the crisis was definitely over.

Now that America is on the road back to recovery, Mr. Linton feels that it is vitally necessary to remind the public of the constructive part played by life insurance.

"Should there be a repetition of the speculative fever of the boom times," he said, "there will be a temptation to overlook the steady,

consistent safety of life insurance and to turn toward speculative investments which promise huge profits, quickly made. Men will be sorely tempted to take the gambler's chance and stake their all on outguessing the market. It is up to us to show that, in bad times and good, life insurance should be the backbone of every family's investment program."

Mr. Linton does not believe there is danger that a company like the Provident Mutual will lose out because it subordinates its own appeal in its paid advertising. "The record speaks for itself," he says, "and anyone who knows life insurance is aware that Provident Mutual is known for its conservatism and strength. The fine letters of commendation we have received from policyholders and the general public would seem to prove that our institutional type of campaign will bring real benefit to its sponsors."

Provident Mutual's newspaper advertising will not be affected by the institutional campaign but will continue as a direct selling job featuring its Providor policy. The first copy for this campaign appeared in a list of over fifty newspapers during the week of November 12.

### Plans New York Studio

Fawn Art Studios, Inc., Cleveland, will open a studio in New York about December 15 at 155 East 44th Street, under the management of Charles E. Cooper, formerly art director of Maxon, Inc., at New York. Arthur E. Roberts will be a representative and Glenn Thomas will be a member of the art staff.

### Form Leader Display Company

The Leader Display Company, which will specialize in electrical rotary displays for window and counter advertising, has opened offices at 36 West Gay Street, Columbus, Ohio. Roy Edward Swabby is president, Laurence Sharp, secretary and general manager. H. C. Valkenburg has been appointed sales representative.

### Gooding with Oakland Chemical

G. O. Gooding has been appointed advertising manager of The Oakland Chemical Company, New York. He was formerly space buyer for Soule, Feeley & Richmond, Inc., New York.

### Buys Cleveland Papers

*Waechter & Anzeiger*, a German daily, and *Seabodag*, Hungarian daily, both of Cleveland, have been sold to Dr. Edwin H. Bolgar who becomes president and treasurer of the Consolidated Press and Printing Company, publisher. Samuel J. Kornhauser is vice-president and general counsel. Herbert L. Kobrak, former general manager of the papers, resumes that position.

### Has Gummed Products Advertising

The Jay H. Maish Advertising Agency, Marion, Ohio, has been appointed by The Gummed Products Company, Troy, Ohio, Trojan gummed products and Sterling sealing tape, to handle its advertising. Publications and direct mail will be used.

### Gets Distillery Account

Arrow Distilleries, Inc., Detroit, has placed its advertising account with Holden, McKinney & Clark, Inc., advertising agency of that city.

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vertising

**E**VERY survey of the Washington Market gives The Star—Evening and Sunday—overwhelming domination in circulation.

Every analysis of this circulation accords The Star pre-eminence throughout this market (comprising the National Capital and the 25-mile trading area into Maryland and Virginia)—relied upon for the news; depended upon as a guide of what to buy and where to buy it.

That's why The Star carries more advertising of all classifications almost every day than all four of the other Washington newspapers combined.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. LUTZ  
Lake Michigan Bldg.

An Associated Press Newspaper

Member Metropolitan Sunday Newspapers

Member Major Market Newspapers



# "MONEY SPOTS" Can Be Spotted!

... can be bounded geographically!

The new fluid cash money that is being poured into the money spots can be measured accurately.

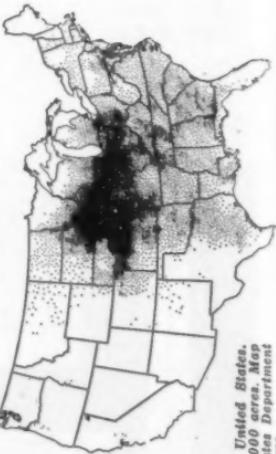
Alert sales management can know where . . . exactly where . . . there is enough cash—fluid traveling unbroken money—to give bountiful response to sales effort!

Isn't that the simple solution of today's sales problems? Not to be

overwhelmed by national or world conditions, but to put aggressive sales effort in the cash money spots . . . so easily, accurately spotted? Uncle Sam has been dottin' up maps of the United States to show you where the corn-hog benefits go.

The maps below show what he has done to Iowa. You can't see a dot for the dots.

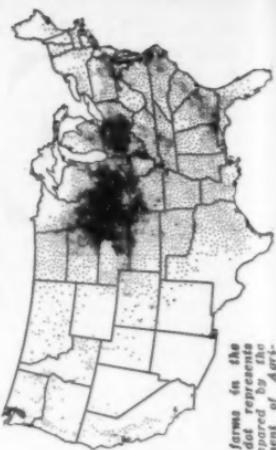
## Corn Map



Total corn acreage in United States.  
Each dot represents 10,000 acres. Map  
prepared by United States Department  
of Agriculture.

now, we're not too anxious about corn money. Or this amount, apparently, \$600,000 worth will be in the form of funds advanced by the federal government through corn and beans on contracts. The balance will come from sales of corn and hogs.

## Swine Map



Number of hog farms in the  
United States. Each dot represents  
5,000 hogs. Map prepared by the  
United States Department  
of Agriculture.

nothing, I think, will bring greater returns between November, 1955 and February, 1956, than cash money being poured into Iowa.

Uncle Sam, I think, will bring greater returns between November, 1955 and February, 1956, makes Iowa the outstanding cash money spot of America.

Total corn acreage in United States,  
which for represents 10,000 acres. Map  
prepared by National Resources Department  
of Agriculture.



Number of邦农 on Iowa on in the  
United States. Each dot represents  
5,000 acres. Map prepared by the  
Soil Conservation Service of the  
United States Department of Agriculture.

approximately \$100,000,000 will be in the form of funds advanced by  
the federal government through corn loans and benefits on corn-hog  
contracts. The balance will come from sales of corn and hogs on  
contracts.

Iowa's young wheat crop is in a moderate position.  
This new cash money will be paid into Iowa between November, 1938  
and February, 1939, makes Iowa the outstanding cash money spot of  
America.

## Federal Funds

The flow of federal cotton money started business booming in the  
south. What federal funds will do for Iowa business is evident from the  
fact that Iowa, from the corn-hog contract benefits alone, will get ten  
times as much as the average cotton state got from the cotton bonus  
while 16 states shared \$111,000,000. Cash is now flowing to Iowa farmers. The first actual corn loan at 4.5

## Federal Funds Boom Business

cents a bushel was made to a Pocahontas county, Iowa, farmer on

Friday afternoon, November 24. The spending power is here. It remains for the alert sales managers

to take advantage of this extraordinary sales opportunity. Don't overlook the fact that the income of the average Iowa farmer is

approximately twice that of the income of the nation's average farmer.

## Wallaces Farmer and Iowa Farm Market Supreme in Iowa Farm Market

Wallaces' Farmer and Iowa Homestead has a total circulation of 260,000. It is read in 92 per cent of the farm homes of Iowa. This means that every hour of the day, nine out of every ten farmers who pass your dealers' stores—all possible customers are long-term subscribers to Wallaces' Farmer and Iowa Homestead, and are familiar with the brand names of shoes, clothing, foodstuffs, machinery, auto accessories—everything that appears on its advertising pages. To get turnover of your product in this major market, you must reach the major number of farmers—the nine out of ten who read Wallaces' Farmer and Iowa Homestead.

### Post Office Count of Circulation Puts Full Truth in Advertising

Stock turn-over, as influenced by advertising, is strictly dependent upon a coverage in a dealer's own particular locality adequate to create a buying preference at his own retail counter. Post Office Count is a paper's proof that its circulation is *uniform and adequate in all parts of its territory to influence business for every dealer*. The farm paper that dares to give a Post Office Count of Circula-

tion must have uniform, unspotted circulation in every community and locality in its territory! No thin circulation in any community! Wallaces' Farmer and Iowa Homestead offers the only dominant coverage in this exceptional farm market, and demonstrates it by Post Office Count which, in the hands of your salesmen, gives conviction to Iowa dealers that advertising in Wallaces' Farmer and Iowa Homestead is of immediate value to them in their own communities!

WRITE FOR SPECIAL LITERATURE ON CORN-HOG BENEFITS

# WALLACES FARMER AND IOWA HOMESTEAD DES MOINES, IOWA

**GO CHRISTMAS SHOPPING? YE GODS—  
DO YOU THINK MY JOB IS FULL OF  
CINCHES LIKE THE PORTLAND JOURNAL**



**Nay, nay—it couldn't be. The Journal is one of only 6 newspapers in the entire country, in cities of 300,000 or over, that ring the bell on the Rule of Three.**

Even the wives of space-buyers would rejoice if all selections were as simple and as sure as the Journal, Portland, Oregon. But space-buying hasn't reached that Utopian stage! In all the nation there are only five other newspapers in cities of equal size or larger, that conform completely to the **Rule of Three**.

- 1 Circulation Leadership**—The daily Journal has the largest circulation in the Pacific Northwest. It is the only daily in the Pacific Northwest with over 100,000 circulation.
- 1 Advertising Leadership**—The daily Journal leads in retail lineage, general lineage, total paid lineage.
- 1 Lowest Milline Rate**—The daily Journal has the lowest milline rate in the Pacific Northwest.

**THE JOURNAL**  
PORTLAND, OREGON



REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

# Educational Program Operates on Two Fronts

From an Institutional Campaign Directed at Hardware Dealers, This Advertiser Adapts a Campaign for Purchasing Agents

By George Worthington, Jr.

Advertising Manager, Geo. Worthington Co.

FOR every fairly broad-scale advertiser, there is a time to educate broadly, and there is a time to educate narrowly and intensively.

At times—if I may seem to belabor a word—the two times coincide.

Back in 1929, we began using business-paper space for two major purposes:

1—To convince the retailer that his most logical and most economical source of supply is the wholesale hardware jobber; and

2—To make the hardware retailer a better merchandiser.

Although it has been varied from time to time by straight selling copy, our institutional advertising has followed those two main themes; and 1933, which brought the low spot of the depression and the beginning of the upswing, found us in a position to key those self-same themes to current conditions.

Meanwhile, on another and a narrower front, we are engaged in a new institutional campaign, educational in purpose, but aimed at a different audience.

As has been told in *PRINTERS' INK*<sup>\*</sup>, back in 1929 we were using advertising to urge the dealer not to try to meet competition with cheap, unprofitable merchandise. We were pointing out that the less "five-and-ten" merchandise he sold, the better off he would be.

Back there, we discussed, also, the dealer's methods of buying. Surveys had revealed that the average merchant was buying from distributors to the number of five to seven.

We urged dealers to: (1) concentrate on fewer sources of sup-

ply; and (2) regulate their buying so that they might buy standard-package quantities.

Meanwhile, of course, we were selling the house of Worthington and the firm's sales personnel. In business-paper space, we printed portraits of our salesmen. We urged dealers to watch the series for the pictures of the men who called on them.

Thus we laid the groundwork for a policy of institutional advertising that, this year, we linked to general business developments.

In April, of this year, in the month after the bank holiday, we advertised that "the next sixty days will probably be the most important in the whole year for the hardware dealers in the land. They will be peak months as never before."

"The coming of spring," we went on, "finds great numbers of men and women in your community with forced leisure on their hands. The most economical way for the home owner to spend that time is to raise his own vegetables and to make all possible household repairs and improvements. . . .

"We here in the Geo. Worthington Co. have absolute confidence in our country, our President and our people. We have carried on for 104 years through all the major crises in our country's history, and have come through each one a little stronger than before. We do not think the present will be an exception.

"Our stocks are being kept complete and our salesmen are covering their territories as they always have because we believe our dealers will need goods and we must be ready to supply them."

In the second advertisement in the series, we urged the merchant

<sup>\*</sup> "We Showed Dealers How to Lower Costs of Doing Business"; December 31, 1931; page 33.

Dec. 14, 1933

to meet competition by keeping his prices in line with those of his competitors; and the way to do that, we pointed out, is to use, properly the specials that we and other jobbers constantly are offering him.

"Of course," we said, "many a hardware man has preferred to

they can trade with you as advantageously as they can anywhere else. Other things being equal, they would probably prefer to buy from you than from the chain, the mail-order house, or the department store; but *they don't want to have to pay a premium for the privilege.*  
"Get that message across, then.



"Educational" copy as it is conceived by Worthington. At the top, two pages addressed to purchasing agents; below them, two pages addressed to "the trade"

take these special values his jobber has to offer and sell them at regular prices, rather than feature them at competitive prices as the jobber intended. This practice has done much to discredit the hardware dealer with the consumer.

"We admit that it is a temptation to go after a long profit and on some items it is, of course, necessary; but to do so with competitive merchandise is fatal. . . .

"You retailers' big problem is not simply buying the right goods (although that is vitally important) but in convincing your public that

Use your windows for your point-of-purchase advertising and whatever other means are most economical to reach the public in your trading area.

"If you depend on the Geo. Worthington Co. for your supplies you can pass on to the shoulders of your Worthington salesman many of your business problems. You will find him ready to sell you goods that will permit you to compete both in quality and price, and likewise able to supply you with effective and economical means of telling about them to your trade."

The next advertisement urged wholehearted co-operation under the National Industrial Recovery Act.

In part, we said:

"We urge manufacturers serving the hardware industry to expedite the forming of such codes as will recognize the position of both the wholesaler and the retailer in the distribution of their products and to establish the price differentials that will allow both of us the fair profits necessary if we are to provide jobs and wages for millions now unemployed.

"You, Mr. Dealer, will probably find it more to your advantage to do less buying 'direct' and to concentrate more and more on fewer sources of supply. Get into the habit of making the selling end of your business fully as important as the buying end. We here in the Geo. Worthington Co. like to consider ourselves as 'buyers' for our dealers—supplying them with complete lines, carefully chosen to fit their needs, and also as 'merchandising assistants' in supplying worth-while advertising aids."

The following month, we urged retailers to buy now. "Business," said our copy, "is thawing out. Slowly in some places, faster in others, but surely enough so that every alert hardware dealer should be very definitely anticipating future requirements. And this year the wise buying of 'futures' is doubly important on account of the very real savings to be made at present prices. . . .

"Be thrifty—buy now!"

#### *Meeting a Different Situation*

Now for a change of scene:

We sell, not only to hardware dealers, but also to purchasing agents; and therein we confront a situation wholly different.

It seems that supply houses serving local and nearby manufacturing plants and advertising in papers read by purchasing agents haven't done a very impressive job in the direction of gaining attention. Mostly, their advertisements have been little space-fillers, dryly announcing that the advertiser was

"exclusive agent" for Blank & Blank's valves, or Nonesuch belting, and adding some such interesting and stirring remark as, "We earnestly solicit your patronage."

For years, our own advertisements had been like that—and they had been pretty bad. But we knew that our advertising in other channels and to other readers had caught attention and aroused interest; and we believed that we could do something about the purchasing agents.

#### *Adapting the Same Appeals*

In our copy to the purchasing agents, could we use some of the appeals that had proved effective in our advertising to hardware merchants? We decided to try it out.

From a quarter page of space, filled with "announcement" copy, we increased our space to full page; and we planned a series to run a year.

In part, the copy appeal was to be educational.

Other factors being equal, most of us like to buy from people we know. Accordingly, our first purchasing-agent copy in March introduced five specialty men whom the purchasing agent could call to get information.

We headed the page: "Mr. Jones, Please." The copy pictured someone calling the Blank Manufacturing Company for information on belting. The inquirer is shunted from person to person until finally he reaches the right man—Mr. Jones.

"You recognize the horrible picture," said the text. "Your story told to three or four different people, nerves and temper on edge. Yet how likely to happen in even the best-regulated supply houses when you call up 'blind.'

"If you could only say, 'Mr. Jones, please,' in the first place, how much simpler it would be.

"That's why we want to tell you about five 'Mr. Joneses' who are ready to give you expert advice on three lines extremely important to plant maintenance."

And then the page proceeded to introduce, with their pictures, the specialists on grinding wheels, on

belting, hose, packing, or anything in rubber, and on gages, taps and dies.

The second advertisement in the series to purchasing agents broadened the introductory scope to present, with pictures and nicknames, the members of our industrial sales force.

#### *Introducing the Office Force*

In May—in the third advertisement—we carried the introductions into the office. "Look," we invited, "at the battery of phone clerks pictured below. Each of these men handles all phone calls from plants visited by certain salesmen.

"We list these salesmen under each phone clerk's name. One of the salesmen calls on you. Make a note of his assistant's name and ask for him the next time you dial CH 1600:

"A business organization is merely a group of individuals, each with a part to perform. Certain individuals in ours are delegated to look after the needs of yours.

"Last month we showed you a picture of one of them. Here is another."

Under the listing of names we presented a picture of our phone clerks at their desks.

In June, we told the purchasing agent: "You don't buy roller skates, and probably never will—unless you are planning to speed up production by putting your force on wheels."

Then we went on to tell how, in a nearby city, there broke out an epidemic of roller skating and how, in a time amazingly short, we sold roller skates to the number of 24,000 pairs.

"But why should this interest you, you ask. Perhaps your plant doesn't need roller skates, but it *does* need, from time to time, many of the 77,000 items carried in stock in our warehouse.

"If you can buy many of these items from one reliable source with a saving of time and bookkeeping and pay no premium (often less) why not concentrate your purchasing as much as possible on that particular source?"

In July, we said: "We have it. Call Cherry 1600 for that plant requisition you want in a hurry and the chances are you'll get the above answer. With production stepping up, you can't afford delays!"

In August: "Locomotives are pulling longer trains these days! They're bringing us carload after carload of the hundreds of items you need to keep your plant in perfect repair and your production at top-speed efficiency. . . ."

In September we stressed our complete, clean-looking stocks; and we added this thought: "It is our job to supply our customers' requirements as quickly, completely, and economically as possible."

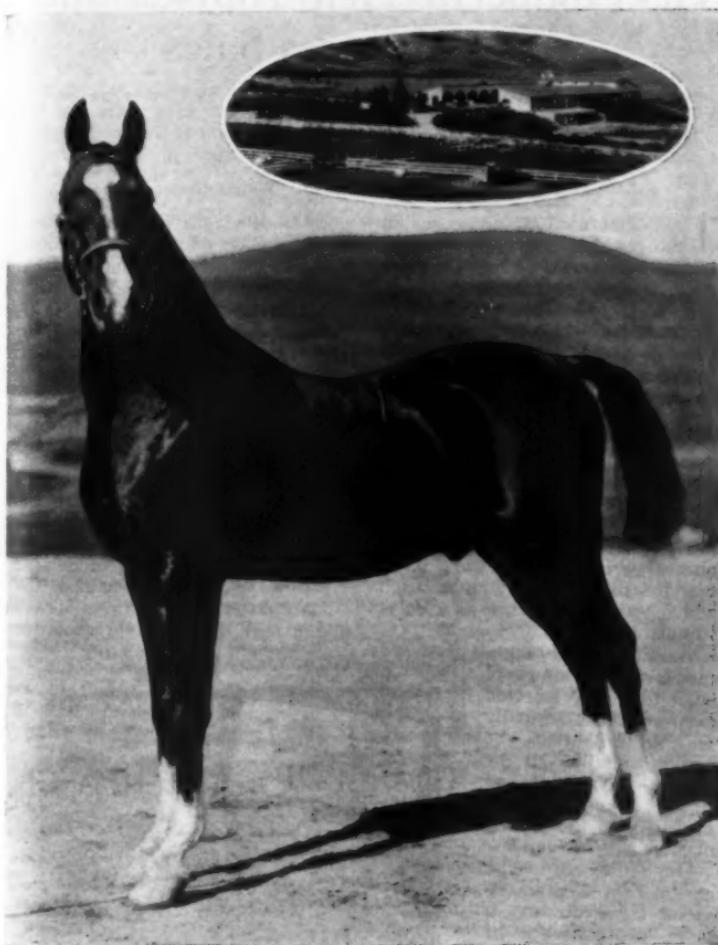
In October we admitted that we're not infallible and that we "can't fill all of your requirements all of the time. What we can do is to fill such a large percentage of them from our stock of over 77,000 items that you can count on us as a pretty dependable source of supply."

#### *Economy as a Theme*

In November, our theme was economy. "Without doubt we must pay increasingly more for everything we buy for some time to come. That means that you are keeping expenses down by anticipating requirements wherever possible. Naturally we have been doing the same thing ourselves, with the result that our warehouses are pretty well stocked with merchandise that would cost more to duplicate at today's prices."

Apparently, our purchasing-agent copy is being read—and with interest. A few days ago the purchasing agent of one of our leading local manufacturing plants telephoned me to say that he had just read our November advertisement; and he wanted to know what we were going to do next.

Purchasing agents are busy men. A manifestation of unusual interest on the part of even one of them is heartening. It proves again—that advertising, through whatever medium it travels, must keep abreast of the times.



## World's Largest Arabian Horse Ranch

Established, stocked and developed by W. K. Kellogg of Battle Creek, Michigan, and by him presented to the State of California. Adjacent to Los Angeles, it comprises approximately a square mile of countryside, equipped with every known equine luxury. Nasik, shown above, is one of the favorites among the 100 thoroughbred Arabian horses.

Los Angeles County, as the richest and most varied agricultural county in the United States, is more than ordinarily interested in stockraising and agriculture. The Los Angeles Times, which overlooks no field of local interest, devotes each Sunday an entire magazine to farming, live-stock, horticulture and gardening.

# LOS ANGELES TIMES

## Ties Product to "Help Yourself" Idea and Advances Sales

## Hospitality Tray Becomes Part of Campaign to Capitalize on Informal Home Entertainment

By K. C. Gifford

Sales Manager, Domestic Appliance Division, Waters Genter Company

THE fall of 1932 found us in the position, for the first time, to study by actual results the sales stimulating effect of a new idea. We had just launched a new Toastmaster which incorporated a Flexible Clock feature.

The response from the trade and the consuming public was most satisfactory. More important, however, this response convinced us that a leader, even so firmly entrenched as the Toastmaster, needed the constant influence of a fresh news appeal. With the new idea still in an introductory phase, we immediately started our search for another innovation which would also serve as a sales stimulant.

A number of ingenious suggestions were submitted and rejected as impractical. Finally we decided that we could capitalize on the success we already had if we could multiply the uses of the Toastmaster.

Our study of social customs revealed an obvious trend toward a more informal type of hospitality. The "help yourself" or buffet type of service was the current vogue. Stores were filled with trays, cheese boards, relish dishes, sandwich dishes and other utensils which made it possible for a hostess to display a

*Showing the Hospitality  
Tray, designed to meet a  
trend*

number of viands in a small space.

We knew that we had something in our favor in the fact that the public had cultivated a preference for toasted sandwiches. Restaurants have been featuring these for some time. The public liked them so well that they frequently paid extra to get them. Further, canapes and hors d'oeuvres were served on toast.

These facts suggested the Toastmaster as the one thing necessary to complete, in one attractive ensemble, a piece of equipment for catering to an established public taste. We made rough models of what we have since named the "Toastmaster Hospitality Tray" and placed them in representative



## Toastmaster HOSPITALITY TRAY

Here is it—a new idea for informal communication and reference. "How's Your Hospitality?" creates the air of a personal question. This *With Transamerica* is a headline chronicle, too, on the crystal clear glass domes stamping with signatures, pens, and pen tips, guitars, harmonicas, drums, and picnics. On the other side of the coin is a new kind of travel, a broad and a clever combination of travel, tourism, of—*travel*, of travel and taste, of travel and culture, of travel and fun. "How's Your Hospitality?" is a new kind of idea about informal "questioning" —a picture for the asking—or it may be when you buy *With Transamerica*—a *Winn-Dixie Company* Tru. Write, please, to Winn-Dixie Company, 4 Avenue of Mechanics, Jacksonville, Florida.

The Treatment Hospital is complete with new and modern equipment (\$100,000.00). The Hospital is open 24 hours. Treatment will require medical services (\$15.00 monthly).  
A PRODUCT OF MADRAS ELECTRIC COMPANY 

homes in Minneapolis and Chicago for tests.

These models were left in each home long enough for a thorough try-out by the entire family. Every effort was made to include as many different types of homes with as wide a range of entertainment habits as possible.

In addition to this consumer research, we submitted the same rough models to a number of housewares, gift and electrical goods buyers in shops, department stores and public utility display rooms.

Not only was the reaction favorable in every case but so interested were the people in the idea that they volunteered an ever-increasing list of uses, and suggestions for improvement in design. We noted every suggestion offered and instructed the designer to include in his final model each of these that seemed practical.

The ensemble in its present form consists of a chromium tray which may be used separately as a general service tray; six crystal-clear glass dishes; a wooden block-and-knife for trimming and sizing the toast; and the New Toastmaster with the Flexible Clock, all designed to harmonize as one complete unit.

The Hospitality Tray was placed on view in our exhibit at A Century of Progress. This exhibit was called the Toastmaster Hospitality Booth and was provided with desks, free postcards and postage at cost. The postcards carried a picture of the Electrical Building on one side and on the reverse in a part of the message space, a picture of the Tray with a few words describing its functions.

Broadsides, leaflets and booklets were prepared, aimed both at the trade and the consumer. We employed an expert in store displays

to create attention-getting counter and window display material.

A consumer advertising campaign including twenty advertisements, was prepared to run between September 26 and Christmas, in ten general, women's and class magazines. To pave the way for full realization of the interest which this advertising would create, our entire organization was schooled to the last detail in the presentation of this new idea to our jobbers and retail dealers.

Was the Tray successful in stimulating sales? Within two weeks after the Tray was announced, we were convinced that we had correctly interpreted the wishes of the buying public. Our inventory was completely exhausted and we were faced with an increasing number of unfilled orders. Our original production order has been increased several-fold and at present three seven-hour shifts in our Minneapolis plant are working to supply the demand for Trays and Toastmasters.

To date the ensemble has accomplished all and more than was expected of it. Toastmasters are to be seen in retailers' windows, on their counters and in their own advertising as never before in our history. Even gift and specialty stores which had never before handled an electrical appliance of any sort are carrying our products.

Our own advertising capitalized on the return of 3.2 beer. We feel that the future is going to give a fresh incentive to entertainments at home and we are planning a more ambitious program for next year which will permit us to take greater advantage of the opportunities which the Tray presents and which time did not permit us to canvass thoroughly this fall. This campaign will start the latter part of January.



#### Represent Liquor Paper

*Wine and Liquor Dealer News*, New York, has appointed the following advertising representatives: George M. Earnshaw, Cleveland; William F. Kentnor, Chicago, and Alexander Rattray, San Francisco.

#### Joins Erwin, Wasey

Marigold Cassin has joined the Chicago office of Erwin, Wasey & Company, as assistant to the director of radio. She has been with the continuity department of the Columbia Broadcasting System.

**Y**ou cannot cover the one newspaper...any a quarter with a dime...

THE comparison is not exaggerated. The Sentinel-News with a total circulation leadership of 22,339, offers 59.2% coverage of Greater Milwaukee families. Coverage offered by the other Milwaukee paper is 55.2%.

The combined Greater Milwaukee circulations of both newspapers is equivalent to little more than 100% coverage.

With Sentinel-News circulation leadership unquestioned, the Sentinel-News is essential for a satisfactory advertising job in the Milwaukee-Wisconsin market.

Milwaukee's LARGEST

*Six months ending September 30, 1933*

**M I L W A U K E E**

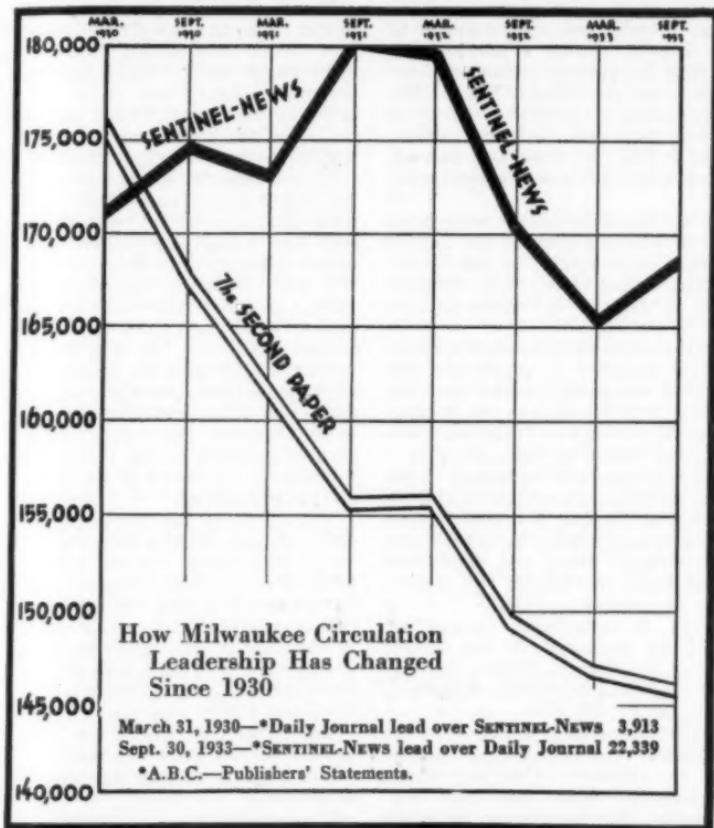
NEW YORK

BOSTON

PAUL BLOCK and ASSOCIATES  
PHILADELPHIA CHICAGO

Nation  
DETROIT

the  
any  
Milwaukee Market with  
more than you can cover



EST Daily Newspaper Circulation  
 33 168,376 net paid

E SENTINEL-NEWS

CIATES  
CHICAGO  
DETROIT

National Advertising Representatives  
LOS ANGELES

SAN FRANCISCO

# Trade-Mark Use Not Prevented by Cancellation

Patent Office Ban of "Chipso" Cited as Instance

By John C. Pemberton

[It will be news to many readers that a trade-mark may continue to be used to identify a product even though its registration has been canceled by the Patent Office. Mr. Pemberton, a member of the New York Bar, explained the reasons why in *The New York Law Journal*, from which this article is reprinted.]

**T**HIS widely known trade-mark to women and many men has recently been canceled by the United States Patent Office (*J. L. Prescott Co. vs. Procter & Gamble Co.*, 19 U. S. Pat. Q., 75).

This comes as a complete surprise to the majority of people and has caused the general belief that the mark "Chipso" can never be used hereafter or again. How could this popular mark be canceled now—after having been registered in the Patent Office since April 12 of 1921, and after Procter & Gamble's very great expenditures in advertising soap chips, flakes and granulated soap under this mark? The reasons are as follows:

(1) A cancellation proceeding may be instituted in the Patent Office at any time; literally there is no time limit (*Corning vs. Robertson*, 65 F., 2d, 476).

(2) The Patent Office felt that "Chipso" was confusingly similar to the Prescott Company mark "Chase-O," which had been registered with them seven or eight years before Chipso, i.e., December 9, 1913, as opposed to April 12, 1921.

(3) The Patent Office felt the Prescott Company's preparation (called Chase-O) in crystal form for washing, cleansing and bleaching to be of the same class as Procter & Gamble's Chipso product—within the meaning of the trade-mark statutes, as lately construed by the United States Court of Customs and Patent Appeals.

Hence, these two marks applied to the same class of goods having been found confusingly similar—the younger mark, Chipso, had under the statutory law to be canceled in the Patent Office at the behest of the owners of the older registered trade-mark, "Chase-O."

By and large, this cancellation is considered unjust and highly technical. And so it would be if its results were actually as they are commonly thought. But they are not. For the Procter & Gamble Company can and will (so far as known) continue to use this well-known mark for its well-known products. This apparent flouting of the Patent Office tribunals is legally and commercially possible and frequent—because the right to *use* your trade-mark is one thing, and the right to *register* it is altogether and quite another.

The result of the foregoing decision is, then, simply this, viz:

(1) Procter & Gamble can no longer have its mark "Chipso" registered in the United States Patent Office—provided the latter's action is sustained by the appellate court sitting over it in such matters, i.e., the United States Court of Customs and Patent Appeals.

(2) Procter & Gamble can nonetheless *use* its mark "Chipso" and sell its goods so marked exactly as before.

## *The Reasons for This Apparent Anomaly*

The apparent anomaly and absurdity of one company owning a trade-mark in the Patent Office and another owning the same mark (or a confusingly similar one) outside the Patent Office is due to the fact that the Patent Office has no statutory jurisdiction to decide who may *use* trade-marks, but only jurisdiction to decide who may *register* marks with them.

Therefore, before the Prescott Company can prevent the Procter & Gamble Company's use of the mark "Chipso" it will have to conduct a successful suit in the United States District and Appellate courts (or, in the alternative they may elect to sue for an injunction in the State courts—*Tiffany vs. Tiffany*, 147, Misc., 679, 264 N. Y. S., 459). In other words, it must be established to the satisfaction of our judicial tribunals that our administrative tribunals in the Patent Office were correct in concluding that the public would likely be confused by the similarity of "Chase-O" and "Chipso" on the same class of products.

The same conflict of trade-mark ownership has recently arisen with regard to "Del Monte" coffee. One company has a trade-mark registration of the mark in the Patent Office on various food products, and has as well the right to use it in most of the United States, but not on coffee in California, Oregon, Washington, Montana, Nevada or Arizona, where another judicially and commercially reigns supreme (*Tillman & Bendel vs. California Packing Corp'n*, 63 F., 2d, 498).

In the same way it has been conceded that although "Chicken of the Sea," as applied to young tuna fish, is the registered trade-mark

of the Van Camp Sea Food Company, neither the Patent Office nor the Court of Customs and Patent Appeals (sitting over it) has jurisdiction to decide whether the Van Camp Sea Food Company has the right to the exclusive use of this or a similar trade-mark throughout the United States (*Van Camp Sea Food Co. vs. Alex. B. Stewart Organization*, 50 F., 2d, 976).

Accordingly, the United States Circuit Court of Appeals, in March, 1932, declined to hold that the Van Camp Company had the right to the exclusive use of "Chicken of the Sea" as a trade-mark (*Van Camp Sea Food Co. vs. Cohn-Hopkins*, 56 F., 2d, 797).

On the other hand, this same plaintiff, in September of this year, did secure an injunction (in the United States District Court, District of New Jersey) against another's "using the words Chicken of the Sea on canned tuna fish" on the ground of unfair competition. This injunction was awarded in spite of the fact that the court did not consider Chicken of the Sea "as a technical, valid, registered trademark" (*Van Camp Sea Food Co. vs. Packman Bros.*, 4 F., Supp. 522).

It is therefore doubtful whether the trade-mark "Chipso" has been materially, if at all, damaged by reason of the Patent Office cancellation thereof.



## New Agency Group Appoints

THE Advertising Agencies Institute of America, chartered in October as an outgrowth of sentiment among smaller advertising agencies in opposition to the agency code as proposed at that time, has appointed Donald I. MacDonald as its executive secretary and established permanent headquarters in Chicago at 10 South LaSalle Street.

Mr. MacDonald was at one time with the old Greig & Ward agency of Chicago. Later he served six years with the Curtis Publishing Company in charge of advertising agency relations in the

Western office. During the last year he has been business manager of Station WLS, Chicago.

Major attention of the new association at the present time is centered upon representing advertising agency interests in hearings on the NRA agency code. At the same time, the Institute is also working toward a permanent and comprehensive program of activities relating to the welfare of the agency industry as a whole.

Permanent directors of the Institute are to be elected when the membership roster of the group has been completed.

# Free Goods and Price Coupons

Returns May Be Increased by Studying Offer and Profiting by Experience

LAMPORT, FOX AND COMPANY

SOUTH BEND, INDIANA

*Editor of PRINTERS' INK:*

Food manufacturers—and others in the grocery field—frequently distribute coupons to consumers which are good for a portion of the purchase price of their products or sometimes a free package when another package is purchased.

Do you have any way of finding out what percentage of these coupons are redeemed? This percentage would vary, of course, depending on a number of factors, but we would appreciate knowing what the experience of any manufacturer is if there is no general standard which can be safely used in estimating the probable redemption of such coupons.

If you know of any instance where such coupons have been used good for a full-sized package of any product without the purchase of another—in other words, calling for no cash outlay at all, simply a presentation of the coupon at the retailer's store, we should like to know anything about such cases.

I. S. DOLK,  
*Secretary-Treasurer.*

**A**MONG the factors determining the percentage of returns from a distribution of coupons are these: The price of the article being given away; the amount of reduction offered from the standard price of an item; whether the purchase of another article is required and the competitive condition in the territory where the offer is made. One manufacturer who has used coupons over a period of years informs us that his returns have varied from as low as 5 per cent to as high as 25 per cent due to such factors.

Some specific instances provide a guide of what can be expected.

The American Steel Wool Mfg. Co., Inc., has been testing a number of methods for making a coupon offer for its product, Handi-Roll scouring sponges. After making

tests of about six various ways of presenting the offer, it found a house-to-house distribution of a coupon attached to a circular the most satisfactory. This method has been further refined so that now the circular has been made up with a newsy flavor and carries a masthead with the name "Handi-News for Housewives."

Printed on a long sheet folded down once so that the first page reaches the perforation for the coupon, it presents newsy items on various uses for the product. The coupon itself with the usual "currency" border is printed in red, but this will be changed on the next printing to green, as anything that adds to the appearance of value of a coupon also seems to add to its effectiveness.

In one large city where this coupon was distributed, an average of nineteen coupons were returned per store checked, the offer being that of one package free with the purchase of one package of Handi-Rolls selling for 8 cents. While results in terms of per cent are not available, this return was considered satisfactory in proportion to the number of coupons distributed.

In this instance the coupon offer is made to meet a definite situation. A free sample offer previously made of one Handi-Roll was felt insufficient to establish the product with new users. The coupon offer, however, brought two packages into the redeemer's home—sufficient to give a fair trial and time for the user to become acquainted with its various uses.

A manufacturer of grocery specialties tells PRINTERS' INK that in his experience he has found that anywhere from 20 to 30 per cent of coupons distributed by his company have been returned. In this particular case the coupon was worth a certain amount of money to the housewife if she bought a group of four products. All the products were related and by buying four



*It's simply this . . .*

## SHE LIVES A DIFFERENT KIND OF LIFE

THE small town woman's life is bound up in home-making and community-making. She is a substantial leader in small town life. She knows personally the mayor, the school board members, and her councilman, as well as the groceryman, the druggist, and the constable. Her life is full of home and its comforts and conveniences. She does more of her own sewing, cleaning, preserving, baking than the city woman. She craves everything that can make a home a finer place in

which to live. Though her life is not exotic, she is never bored. She has little idle time for daily rounds of bridge, teas and all night parties.

Urban magazines are edited to suit the versatile, irregular life of the city woman. The small town woman's life is different and it is natural she should read a different kind of magazine. **HOUSEHOLD** is that magazine. Look at it and use it as a road leading to an entirely different group of women—typical home women.



**IF YOU SELL THROUGH WHOLESALERS,  
YOU HAVE SMALL TOWN DISTRIBUTION**

with the coupon she received a cash reduction.

The same manufacturer has used coupons offering a free product if a second was purchased. The results, he reported, seem to be about the same. All of his products are articles selling under 10 cents for each individual unit.

A manufacturer of two household cleaning staples who has done considerable house-to-house couponing in the Metropolitan New York area, reports:

"Our redemption so far (and we have been working at it since May, 1931) has been 12 per cent. With lower-price articles, such as soap, redemption runs up from 15 to 30 per cent. A 10-cent package of tea also shows big coupon returns. Twelve per cent may not seem much but it means that one household out of every eight that we have investigated has our two products."

This company has distributed over a million coupons. It makes several other interesting observations regarding factors which may affect the redemption of coupons.

If the goods are not at hand in the store the day of distribution, the campaign will fail, it points out. The housewife's attitude toward the coupon is that it is something new and free. She may go to two neighborhood stores to redeem it. First the coupon is taken where she regularly buys. If that store hasn't the goods, she may go to one other store. But that is the limit.

If the purchase price is printed on the coupon, it helps redemption. The housewife will not bother with the coupon if she has to spend over 25 cents. In the beginning this company gave two coupons to every housewife; with one she spent 25 cents for one cleaner and received a full-size can of furniture polish free. With the other she bought a bottle of the company's new product for 19 cents and received a 20-ounce bottle of disinfectant. Of necessity the company had to discontinue the first offer. To give two coupons was ineffective because the housewife didn't pay any attention to either one of them. Discontinuing the first offer made a tremendous difference in redemption.



### Status of General Foods on Liquor

Among the many recent rumors concerning large companies that were about to go into the liquor business was one that General Foods' entrance into the field was imminent. This company issued a statement to stockholders several weeks ago in which it announced that although many propositions had been made to it, no plans were being made to acquire any part in the liquor business.

After issuance of the statement to stockholders, General Foods was offered a proposition of such magnitude in the liquor field that the management felt in justice to its investors a special meeting of the board of directors should be called to consider the new proposal.

However, prior to the meeting the proposition was altered to such an extent that General Foods felt it impracticable to continue negotiations.

### Blackman Advances Bush

L. T. Bush, who has been with The Blackman Company, New York, for the last fifteen years, is now in complete charge of all space buying activities. He will be assisted on magazine and farm paper space buying by Max Hacker, and on newspapers by Roy Shults and D. P. Potter.

### Chicago Advertising Interests Plan Christmas Benefit

The annual Christmas party for the benefit of the Off-the-Street Club, a charity work for many years sponsored by Chicago advertising interests, is scheduled for December 21 at the Hotel Sherman. The event is sponsored under the joint auspices of fourteen advertising groups of Chicago, since the Advertising Council, sponsor in other years, is no longer existent.

O. C. Harn, managing director of the Audit Bureau of Circulations, is general chairman of the committee in charge of arrangements. Mary Coffey, of Guenther-Brown & Company and president of the Women's Advertising Club of Chicago, is vice-chairman. Harlan Ware is chairman of the entertainment and Burr L. Robinson, General Outdoor Advertising Company, is in charge of donations. H. K. Clark, New York Sun, is treasurer.

The party will consist of a luncheon at noon, followed by an extensive program of entertainment. Tickets are \$2.

### Black Leaves Squibb

Fred Black, who joined E. R. Squibb & Sons, New York, earlier in the year in an executive capacity, has resigned. He was previously advertising manager of the Ford Motor Company.

# One Way to Get Ideas That Are Hard to Imitate

Those That Grow Right Out of the Product Are Least Susceptible to Use by Competitors

By Leon Kelley

Secretary, Zealand & Co.

WHILE the anvil is ringing and the brew is fermenting and brains are being cudgeled into the birth of a new idea, that's the time to ask, "Will our competitors join in the chorus?"

There's a strong tendency to join in the chorus today. Glance through any periodical or newspaper and you'll be surprised how many competing advertisers are singing exactly the same tune.

Of course, you can get no absolute protection against imitators. If you discover a smart idea, dress it up and publish it, and your competitors consider it adaptable to their own products, there's no law (and there isn't going to be any law) to prevent them. As innovator, you may feel sort of safe to see a copyright line in your advertisement, but that doesn't stop clever adaptation.

Perhaps, generally, a little more thought might be given to this question *at the time the campaign is being planned*. For it is then, if ever, that some degree of protection can be built into your advertising.

I remember, not so many years ago, when those in charge of a national campaign made plans and stuck to them, indifferent to competitors' advertising. Today, I suppose, this would be called foolish; today your competitors feel that you should not be allowed to "get away with anything different!" You pull a bunny out of the hat, ol' houn' dawg competitor Number One catches the scent, and soon the pack is baying after your one little bunny! Maybe the noise of the pack is a certain sort of selling, perhaps the lusty chorus attracts consumer attention to your particular field of merchandise, but obviously no one manufacturer in the

chorus is nailing full consumer attention down to his specific product.

It doesn't take long for the chorus to catch the tune. No doubt a certain proportion of present-day imitation is mere coincidence. But the bulk is deliberate. It happens in a variety of ways, but usually one out of two methods is followed. Either some pretty sly detective work is accomplished, whereby one advertiser knows in advance what another in his field is about to release; or the imitator spots the first advertisement and makes a quick turn, modern facilities being what they are, bursting into print by the time the second or third advertisement of the innovator's series appears. No use complaining, the imitator will always be among us.

### *Imitation Cuts Consumer Reaction*

I had a talk about this recently with an officer in charge of a campaign that was made fairly imitation proof. He gave this opinion: "In any field where several big advertisers all imitate one another, consumer reaction to the individual product is cut to a minimum. Imitation levels everything off so that a large proportion of the advertising dollar of each company in the field is wasted."

Another executive had this to say: "I think there's little doubt that when several advertisers pick up the trend started by one, and all style their advertising to imitate his, it means that too much attention is being paid to competition, and not enough attention is being paid to the consumer!"

It must be admitted that it is not easy to originate advertising that is comparatively immune to imitation. And yet, when starting

# SECOND KITCHEN

A complete inventory of branded products in 5457 Cleveland kitchens.

♦ ♦ ♦  
A 2% cross-section of all Cleveland Homes.

♦ ♦ ♦  
Conducted by the Parent-Teacher Associations of Greater Cleveland.

♦ ♦ ♦  
Data tabulated by the International Business Machines Corporation.

♦ ♦ ♦  
Entire cost defrayed by The Cleveland Press.

♦ ♦ ♦  
The inventory will disclose the shift in consumer acceptance of every branded food product on the Cleveland market within the past 18 months.

♦ ♦ ♦  
It will show the exact increase or decrease of chain store buying habit within the past 18 months.

♦ ♦ ♦  
It will show the effect of lowered prices, larger pack-

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DEPA  
SCRIB  
NE  
230 PAP

ead Jan. 1st

# EVELAND INVENTORY

in 5457 ages, improved quality of each product in each class group of Cleveland's population.

+ + +

It will show the exact penetration and duplication of national magazines and newspapers among every class of Cleveland people.



These important data and thousands of other pertinent facts will be available to you on January 1, 1934. Write the National Advertising Department for an appointment to study the survey's application to your specific problem.

## The Cleveland Press

A Scripps-Howard Newspaper



NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVENUE, N. Y. C.

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of  
MEDIA RECORDS, INC.

to work on a new campaign, perhaps we are all prone to overlook two or three principles of selling which we were taught as cubs.

For instance, it is perfectly obvious that a campaign based on nothing better than eloquent generalities and superlatives is the easiest to imitate. Generalities and superlatives can be applied to almost any of several products in a given field. There is no law against them.

Again, imitation is comparatively easy in the case of an idea that is *imposed* on the product. That is, an idea which bears no direct relation to the inherent characteristics of the product. The artificial idea! Nobody can deny that an artificial idea which can be imposed on one product can be imposed on almost any other product in the same field of merchandise.

Finally, many advertising executives believe that the selling idea which grows right out of the product itself is the least susceptible to imitation. Analysis of product should reveal the basis for such an idea, in some cases with more difficulty than others. But once this basis is defined and understood, the idea built upon it, if properly developed, will be so highly individualized that it will not only individualize the product but will suggest an individualized style of advertising which it is pretty hard to imitate.

The great advantage of a campaign evolved in this way is that even though some competitors may attempt to wage war by the method of imitation, the imitator's advertising falls so far short of the innovator's advertising that the imitator's campaign loses its force and is even likely to make his product ridiculous in the eyes of the consumer. He soon gets a re-

flex of this through his trade and, if wise, gives up his attempt to imitate.

Comment on this kind of advertising must content itself with examples mentioned only in very general terms. However, recent advertising in three or four fields particularly illustrates the trend of today toward "joining in the chorus." These fields might include: (a) Toilet soaps, emphasizing the "beauty appeal" theme; (b) cigarettes, emphasizing the "pretty girl" theme; (c) toothpastes, emphasizing the "stain" theme; and (d) coffees, emphasizing the "stimulant" theme.

And here are a few other highly competitive fields in which the advertisers named have been running campaign ideas that it would be indeed difficult to imitate with any degree of success:

(a) gasolines: Texaco Fire Chief, originated from the actual use of Texaco on fire-fighting equipment;

(b) beverages: Coca-Cola "drowsy time" series, originated from the stimulating qualities of the product;

(c) insurance: Union Central Life "child appeal" series, originated from policies for the education of children and promoting booklet "A Place in the Sun";

(d) face powders: Coty "natural tone" series, originated from the tone-qualities of the product itself;

(e) motor cars: Ford "personal letter" series, originated from the unique relationship between Mr. Ford and his product, whereby his discussion of car features amounts to taking the consumer into his confidence;

(f) cereals: Post's Bran Flakes "extra benefit" series, originated from the product and reaching through taste to health.



### New Accounts to Kaufman Agency

New accounts placed with Henry J. Kaufman, Washington, D. C., advertising, include the International Distilling & Distributing Corporation, Baltimore; Scientific Radio Service, Hyattsville, Md., transmitting crystals, and the Powhatan Hotel, Washington, D. C.

### Gollin with Gardner

J. A. Gollin has joined the St. Louis staff of the Gardner Advertising Company.

### Death of J. W. Reese

J. W. Reese, president of the Reese Pres, Baltimore, died recently at Catonsville, Md.

# Tugwell Bill Would End Value of Brands and Trade-Marks

(Continued from page 12)

members of the Copeland committee. The Tugwell Bill as it stands is clearly confiscatory; it clearly points toward regimentation; it clearly is not a mere measure for the protection of public health; it clearly aims at private profit and private initiative and at destruction of values until now protected by

the Government itself through patents, trade-marks and registered brands.

And to this it may be said: Without defending or attacking private ownership and private profit, let us at least not stand it face to the wall when we bring out the firing squad.

## At the Tugwell Hearing

By Roy Dickinson

After the two days of hectic hearings on the Tugwell Bill, in a smoke-filled room of the Senate Building last week, certain highlights stand out.

After the crowds had gathered in the halls, crowds so large that a larger room was pressed into service, Henry A. Wallace, former publisher and present Secretary of Agriculture, after first reading a prepared statement, immediately offered "general observations growing out of my previous connection with the publishing and advertising business."

One wondered why, in advance, he tried to reassure his hearers that "broader minded people in publishing" would accept "the broad social principles" of the bill. It soon became evident that many a liberal, of proved broad social sympathies, would need plenty of reassurance. For there were plenty of jokers in the bill, in addition to several honest mistakes.

There are men in the Department of Agriculture friendly to constructive suggestions, but there were things in the bill as originally written which took a real crack at the whole present system of manufacture and distribution. Some keen observers said at the whole profit system.

C. C. Parlin, in his presentation of the publishers' viewpoint; (appearing on page 98, this issue)

dragged one of the innocent-sounding provisions into the open.

Professor Robert Lynd, who arrived late on the second day to represent the NRA Consumers' Advertising Board, fully justified Mr. Parlin's warning when Lynd proposed that consumers should be urged to buy by Government standards and qualifications rather than by advertised brands. An official transcript of his proposals appears in this issue. They are based, in my opinion, upon a total lack of realization that the advertiser has always been the enemy of the chiseler who, with no name on his product, paid low wages and skimped on quality.

Professor Lynd, long an enemy of branded merchandise, offers a challenge to every man who sincerely believes in the economic justification for branded, advertised merchandise and a name made known to consumers as synonymous with fair dealings over the years. His statement should be read with care and pondered. More will be heard of this revolutionary proposal soon.

\* \* \*

After almost a full day of testimony by Walter G. Campbell, in which he stressed the necessity for a revision of the public bill for the better protection of the consumer (his views were presented in *PRINTERS' INK* recently), he an-



ver the Shoulder



American Machinist  
Aviation  
Bus Transportation  
Business Week  
Coal Age

Chemical & Metallurgical  
Engineering  
Construction Methods  
Electrical Merchandising  
Electrical West

Electrical World  
Electronics  
Engineering and  
Mining Journal  
(Domestic and Export Edition)

Engineering  
Factory Man  
Maintenance  
Food Indust  
Metal and M

## ... of the Circulation Manager

*[Excerpts from the McGraw-Hill Circulation Manager's weekly bulletin sent to our 80 field men, who travel far and wide, building up a plant-by-plant and job-by-job audience for your advertising in McGraw-Hill Papers.]*

"After an outstanding job at one of the largest automobile plants in Detroit, Behrens is now concentrating on some of the other motor companies. It's always nice to have a large concern to work, but one can't overlook the fellow with the medium-size plant . . . .

◆◆◆  
"John Rowell sold Electronics in another broadcasting station, located in Albuquerque, N. Mex."

◆◆◆  
"Last week Watson had some tough going on bad roads to push McGraw-Hill's farthest north for the year. All those famous mining centers the investor reads about—Noranda, Cobalt, Abitibi—are going to be more McGraw-Hill conscious when Watson gets through."

◆◆◆  
"Sandy" Lord, who came through last week with 36 new Coal Age subscriptions has some mountains in West Virginia that are almost perpendicular—mail sometimes takes a week from New York to make the round trip."

"Would you pick Hastings, Nebraska, as a good place to sell industrial paper subscriptions? Probably not, but Messick calling there on a plant manufacturing bread slicers, sold American Machinist, Factory, and Chem. & Met. . . . all new."

◆◆◆  
"A few years ago, Shinn sold the President of a prominent manufacturing company in Greensboro, N. C. so strongly on McGraw-Hill service that he told his key men they would have to read a technical paper of some kind, or resign. Shinn has been making his annual call ever since."

◆◆◆  
"Some of the men are reporting orders in the special unresoled food companies cards on which were sent you. Please keep the cards and note on each card what you have done. We will want a full report later."

◆◆◆  
"A list of names without an authorizing signature is not a club order and will be returned to you. The A.B.C. says it's just a scrap of paper . . . ."

**O**f such is the year-round work of McGraw-Hill circulation men. Not as-many-as-you-can-get in the easy-to-reach plants. But as many key men (and key men only) in as many worthwhile plants—no matter where they are. The most remote regions are worked as thoroughly as the big industrial centers.

McGraw-Hill circulation work goes on twelve months a year, subscriptions are sold by space advertising, by direct mail and by trained salesmen covering the United States, Canada and Mexico.

And, thanks to our careful check on quality *before* we sell the subscription, you can be sure that a McGraw-Hill audience is an interested, able-to-buy audience.

## McGRAW-HILL PUBLISHING CO., Inc.

330 WEST 42nd ST.

NEW YORK, N. Y.



Engineering News-Record  
Factory Management and  
Maintenance  
Food Industries  
Metal and Mineral Markets

Power  
Product Engineering  
Radio Retailing  
Textile World  
Transit Journal

swered searching questions both by Senator McNary and Chairman Copeland as to why he felt he needed more power. In cases dealing with Interstate Commerce in adulterated foods, he gave many excellent answers. He soon gave the impression to Senator McNary, however, that he was asking more than was apparent.

Since it sums up scores of similar objections on the part of those present, and has a definite bearing on the proposals of Professor Lynd, I quote from the record:

**SENATOR McNARY:** "Doctor Campbell, in plain orchard English, you mean that anyone who is charged with disobedience of this section is a defendant, and must come in court and establish his innocence beyond a reasonable doubt? In other words, he is presumed to be guilty, and must defend himself, beyond a reasonable doubt, upon that presumption, and contrary to the usual course of law?

**MR. CAMPBELL:** "Unquestionably, Senator; if it were to be shown in the case of a particular defendant that his product contains in excess of the tolerance, it would be brought in the nature of a violation, but he would have an opportunity to defend himself against it."

**SENATOR McNARY:** "If you have a roomful of experts and professors, that come to examine a certain product that is manufactured by a certain process, or in a certain way, and your professors agree that there has been a tolerance there that has not been satisfactory, the defendant, in order to come outside of the provisions of this bill must come in and plead his case and establish his innocence."

**MR. CAMPBELL:** "The defendant will be required to show that the opinion of this group of experts was unreasonable. In the first place, the law itself proscribes the interstate shipment of any food product dangerous to health."

**SENATOR McNARY:** "Why do you change the general order of proof that has come down to us from the ages in the common law

of the English, and in our statutes, that a man charged must defend himself, but first, it must be shown to the jury, by the system that you propose, that he shall be deemed guilty by the opinion as presented by an organization such as you describe, of experts and economists, and professors, and against which he will have to defend himself? Why do you not go along in the ordinary, common way, of first proving him guilty, and then letting him prove himself innocent?"

**MR. CAMPBELL:** "One reason, which I tried to point out before."

**SENATOR McNARY:** "You tried to point it out, but I am just not converted on that particular point to that particular plan of changing the established way of handling court procedure and giving the individual an opportunity, under this bill, not to have the protection of the law."

**MR. CAMPBELL:** "I do not think that he is denied that, Senator."

**SENATOR McNARY:** "You just said he was."

**MR. CAMPBELL:** "I said that he had the right to come in and defend himself."

Senator McNary, who was once Secretary of Agriculture and had jurisdiction over the present Food and Drugs Act, was thus the first to voice an objection heard virtually every thirty minutes during the remainder of the hearings.

\* \* \*

During his testimony Mr. Campbell pointed out that in the present draft of the Tugwell Bill there was a provision . . . well, here is how he said it:

"There is one provision of that paragraph, Mr. Chairman, that we recognize would work a hardship, under the terms of that item as it stands now. This was not apparent to us at the time it was drafted. There would be, perhaps, a complete prohibition against chewing gum, the chicle in there being a non-nutritive substance."

"We would suggest that the wording be modified, and that the following words be added after the phrase or non-nutritive substance

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except coloring and flavoring, and masticatory substances used in chewing gum."

There were other items in the bill, plenty of them that "would work a hardship" to legitimate business. They came out during the hearings—and how!

\* \* \*

The first shot in the barrage against the bill came when Dr. James H. Beal was introduced. He is an outstanding pharmacist and has been identified for thirty-five years with all State and national laws dealing with drugs. He represented at the hearing the National Drug Trade Conference, composed of nine national associations. He was a salty, humorous and very shrewd and capable critic. He proceeded to point out a score of defects in the wording of the bill as it related to pharmacy.

"If this measure is enacted in anything like its present form," he said, "the drug trade can be assured of a period of demoralization for the next five or ten years."

Some of his pungent paragraphs caused merriment, others startled the audience. He pointed out many loose definitions as for example this one about "drugs":

"Under the new definition, the term 'drug' will include such multifarious items as trusses, suspender braces, fountain syringes and contraceptives, tooth brushes, spectacles and eye glasses, ear trumpets, and artificial aids to hearing, artificial teeth and limbs, gymnasium equipment, and so forth.

"Now, since this also applies to other animals as well as man, it includes check reins, to make horses hold their heads up, interference pads, to prevent them from interfering, blinkers, to prevent them from exercising the function of their eyes to the right or left, and dog muzzles (laughter)—all of these could, if the definition were not limited by proper qualifying terms, be construed to the mitigation or prevention of disease intended to affect the functions of the body of man or other animals."

Another:

"Now, some of these things in

the bill we think were introduced through inadvertence. Others were introduced because of the fact that those who were responsible for the particular language did not possess the practical and technical information that was necessary in order to express themselves properly. Nobody would need to tell me that this is not a professor's bill; I can tell that by reading it. I have been a university professor myself for 40 years or more, and I know the breed. I know how they express themselves."

**SENATOR COPELAND:** "I have been a professor, too, and I want to say that I did not write this particular language. I would be willing to have it omitted from the bill, and I am anxious to be shown at the proper time why it should be left in."

This occasion was only one of the times that Senator Copeland made it clear that he had not written the bill.

#### *No Opportunity Given to Help Draft Bill*

Dr. Beal had offered his help in framing the bill, or as he put it:

"We chased these people all over Washington for a period of weeks trying to get into contact with them and to assist them in the preparation of the text of this measure, and we never succeeded in catching up with them or in establishing a practical contact, and as they did not give us the opportunity, we are expressing what we have to say about it now."

Other experts made similar remarks about the lack of opportunity of advising in the bill's drafting.

Another remark about unlimited power in the hands of Secretary Wallace was this one of Dr. Beal's:

"We are afraid; we are scared; we do not know what is going to happen; but we do know what has happened in certain parallel instances where unlimited power has been placed in the hands of an executive."

"We might not always be fortunate enough to have Judge Campbell in the Food and Drugs

Bureau, or Franklin Roosevelt in the White House; and the proper way to control the power is to limit it when it is granted, so it cannot be abused.

**SENATOR COPELAND:** "I am in the fullest accord with that statement."

In reference to the "ambiguity and inference" clause of the proposed article which would control all advertising of foods, drugs and cosmetics, Dr. Beal first pointed out that there was no agreement among physicians as to the value of certain drugs. He then said:

"Because of these uncertainties, it follows the evident effect of this language would be to make the opinion of the Secretary of Agriculture the standard for the determination of falsity, ambiguity, and misleading inferences. You might place before him all of the material that we have, and if he puts his hand on one of them and says: 'This is the authority that we accept,' then he has himself fixed the standard of falsehood, ambiguity and misleading impressions." \*

"Dr. Oliver Wendell Holmes said that if all the medicines were put into the sea, it would be better for man than for the fishes, but we are dealing with a situation where it is understood that we are going to continue to use the medicines, and do the best we can."

A good line of the Doctor's came when he was discussing the necessity of formula disclosure. He said:

"You know that there is a great deal of difference between the use of English and Latin in medicine. The difference between a prescription in Latin and a prescription in English is always \$1.50." (Laughter.)

The Doctor also showed that one section of the bill described a crime for which a man could go to jail for three years, a crime created only by an act of the Secretary of the Agriculture, in not issuing a permit.

Dr. Beal's testimony was the high spot on the first day. On the second day there were fireworks

throughout. Several people wanted foods, drugs and cosmetics and advertising; all to have separate bills.

Charles Wesley Dunn, whose address appears on page 92 was a logical and impressive witness. His analysis of the words "misleading impression" in the famous 9-a section of the bill in connection with 6-a on the label, was masterly. He pointed out that on the theory of the bill a man would go to jail on "the impression" that he was a thief.

\* \* \*

John Benson, president of the American Association of Advertising Agencies, appeared before the committee as representing "a substantial cross-section of advertising agency opinion against the proposed bill in its present form." He was particularly concerned about the consumer inasmuch as "upon his or her confidence in advertising depends any permanent extent of advertising effort."

For this reason, he insisted that the Secretary of Agriculture should not have the power to say whether an advertisement is false through containing "any representation directly or by ambiguity or inference."

"This," he said, "is one of the most despotic features of an autocratic law; it would put into the hands of the Secretary a coercive power to undermine or ruin a business. Subsequent correction or reparation might be helpless to undo the harm. No man is wise enough to be entrusted with such power."

\* \* \*

Many other second-day witnesses made statements long and short in which many objections were raised. A few are given:

**DR. E. R. ANDERSON, E. R. Squibb & Co.**—It permits Government control over business.

**WILLIAM F. HEIDE, National Confectioners Association**—It will inflict hardships on the candy industry.

**H. B. THOMPSON, general counsel for the Proprietary Association of Patent Medicine Manufacturers**—It is grotesque in con-

Things are  
happening in  
**CAPPER COUNTRY**



**CAPPER COUNTRY** is those thirteen states of the Mid-West where *Capper's Farmer* has a concentrated coverage. Out where the dirt is rich and the corn grows tall and the hogs go to market rolling in fat.

Out here the farmers have weathered the depression storm in good shape, in spite of a lot of contradictory propaganda.

Today, Capper Country farmers are taking advantage of the Government

allotment plan which has brought millions of good dollars into this territory. And taking advantage of the boost in farm prices which on October fifteenth showed an 80 per cent increase on corn over last year. An 80 per cent increase on wheat. A 40 per cent increase on cotton. And a 118 per cent increase on potatoes.

In the evenings when work is done, many of these farmers sit down to read *Capper's Farmer*. It is their paper—addressed to them in a language they understand. It is their paper and they turn an attentive ear to whatever it has to say, be it editorial matter or advertisement.

**Capper's Farmer**  
Topeka, Kansas

Opinion molder and buying guide of nearly  
a million families

ception and vicious in its possible consequences. It departs from every principle of law except those of "Alice in Wonderland."

**RAY C. SCHLÖTTERER**, New York Board of Trade—There is no demand for the bill among the general public as represented by 100 chambers of commerce throughout the United States.

**LEE H. BRISTOL**, Association of National Advertisers—The advertiser has studied and knows the consumer, depends for his living upon him and her. In some cases the advertiser by study and experience knows what the consumer wants better than does the consumer himself.

**HUGO MACK**, counsel for the Associated Manufacturers of Toilet Articles—There is no room on lipsticks for labels showing the chemical contents.

**JOHN S. HALL**, Flavoring Extract Manufacturers of the United States—This is the most revolutionary and confiscatory legislation ever imposed upon industry. It is unconstitutional.

**NORMAN S. DILLINGHAM**, American Spice Trade Association—The dictatorial powers conferred upon the Secretary of Agriculture deny manufacturers their constitutional rights.

**CLINTON ROBB**, United Medical Manufacturers of America—Federal agencies already are dealing effectively with willful violations.

**MRS. WILLIAM D. SPOR-BORG**, Federated Woman's Clubs

of New York—I believe that formulas should be confidentially registered with a dependable source of Governmental authority where there will be no danger of it being improperly disclosed and who can thwart before it is manufactured and output controlled before any damage is done.

\* \* \*

Just before Mrs. Sporborg's testimony there came a dramatic attack on Senator Copeland by the youthful author of "1,000,000 Guinea Pigs", Arthur Kallett, Secretary of Consumers' Research who demanded the Senator's removal from the Committee because he was "unfair."

Mrs. Sporborg and others made it clear that the audience did not believe his charges of unfairness.

\* \* \*

The hearing was addressed at its close by Professor David F. Cavers, one of the co-authors of the bill who, having heard his bill criticized and riddled for two full days, nevertheless seemed to keep his temper and made at the end a good-natured and temperate statement (considering the panning the bill had received).

In no degree agreeing with several portions of his statement which I expect to print in full and answer next week, I pay him this tribute and also acknowledge the friendly and constructive attitude of Messrs. Moore and Eisenhauer of the Department of Agriculture.

## Dunn Cracks Tugwell Defense

**CHARLES WESLEY DUNN** at the Tugwell hearing, deliberately made his address brief.

Chairman Copeland had confined the length of time allowed to one speaker to fifteen minutes. Mr. Dunn gave notice that he would file an extended brief in behalf of his clients, the Associated Grocery Manufacturers of America, Inc., and the American Pharmaceutical Manufacturers Association.

Mr. Dunn said in part:

"Mr. Campbell is undoubtedly right in his major premise upon

which this bill is based; that the Federal Food and Drugs Act requires revision to cure serious defects in it which are derogatory to the public interests.

"The Act when it was passed in 1906 was defective. Its defective form arose out of two facts. The first fact was that it was a compromise bill. The second fact was that it was new legislation, broadly speaking, from the Federal standpoint.

"During the consideration of the Federal Food and Drugs Act in

## A LETTER

*Written by yourself*

TO:—MR. ARTHUR PHILLIPS  
*Advertisement Director of the  
 "Daily Herald," 67, Long Acre  
 London, W.C.2, England*

I have read your statements on British trade conditions which have appeared in Printers' Ink. I am interested in the possibility of doing business in this prosperous, concentrated and responsive market.

I should like you to forward me facts and figures showing the present conditions and prospects of such trade in Britain. Kindly send me at the same time, the names of any advertisers in my own line whose announcements have appeared in the "Daily Herald"—with any information you are at liberty to give me about the success of their campaigns.

Please include also your full list of advertising rates, latest net sales certificate (certified net daily sales exceed 2,000,000) and details of distribution of the "Daily Herald" in the principal British towns and areas. I understand that this application will be treated in the strictest confidence.

---

WRITE YOUR OWN NAME AND ADDRESS BELOW\*

Name.....

The business or trade in which I am specially interested is

Address.....

Date.....

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\*DETACH THIS COUPON, ENCLOSE IN AN ENVELOPE,  
 AND POST TO THE ADDRESS GIVEN ABOVE

# No! There Ain't No Santa Claus.

## But what of it?

This little pocket-sized book you are now reading has been sticking its neck out. Recently it has dared to join issue with certain intellectuals in and around Washington.

For one good example, note the leading editorial on page 106 this issue. As this division of opinion proceeds, its basis becomes more and more apparent. The intellectuals, so far above the common level of learning, take the natural stand that the poor, dear public is dumb. Totally lacking in a sense of humor and judgment, totally unable to get along by itself; must be protected, sheltered, led.

This little book, on the other hand, not being so lofty in intellect, run by a group of just plain humans, is on the side of the public. We don't think we are so dumb. We have known there isn't a Santa Claus all along, though even our own fathers and mothers tried to mislead us.

We saw Walt Disney's "Three Little Pigs." The intellectuals may not believe it, but we really did

know all along that pigs don't build houses, and that big bad wolves do not really dress up like a Fuller Brush man.

The sly young intellectuals have been protesting that they only wanted to protect us from harm. But now the truth is out. It's a good thing Mr. Jones ran his jingle about the little pigs, because it reveals the real purpose. The intellectuals are using this only as a stepping stone toward a much greater act of salvation. After the little pigs, they'll blast the Old Dutch woman out of her wicked deception because maybe the Dutch don't use Old Dutch after all. And then Aunt Jemima must go. And finally on that great day there'll be a law, another law, against this Santa Claus business—one of the world's oldest frauds. That's what they're really after.

If you are in the advertising business, you may or may not have received your cancellation from Mr. Jones or his advertising agency. That the bureau found it had bitten off more than it could chew makes this case all the more important as an indication of how bureaucracy would run advertising if it got the chance.

It is high time someone brought these intellectuals down to a better understanding of the American people—that they are not all morons, and that

those who are, are not very numerous among the readers of our worthwhile publications, anyway.

If they would protect the public from fraudulent advertisers, let them pass a good, sound, truthful advertising bill. And then stop paying out the taxpayers' money to meet the mailing costs of a lot of publications which most of the public does not want anyway. Publications which in order to support themselves at all, constitute almost the only media available to the frauds, and which do little more than bedevil the honest publisher.

PRINTERS' INK began 45 years ago its continuous crusade against the crooked, the misleading advertiser. If the Government had done nearly as much as PRINTERS' INK has, if it had even attempted to years ago when PRINTERS' INK first tried to interest it, none of this to-do would now be upon us.

It is dangerous stuff to counter the intellectuals. But somebody must, or they will have us all regimented into uniforms and addressing each other by numbers, rather than names. So PRINTERS' INK and PRINTERS' INK MONTHLY run the ends with the ball, feeling sure of a good big cheering section not only among the *Merchandisingly Alert* (the advertisers who are their readers) and the advertising business, but the poor, dear public.

Congress—and such legislation was considered beginning with 1879 and continuing to 1906—it was very controversial legislation; and then, aside from the controversy as to whether or not there should be such a law, there was a very great controversy as to what the terms of the law should be. This latter controversy involved an indefinite difference of opinion. So when the law was enacted in 1906 it was seriously defective in form, and the seriousness of its enforcement has amply demonstrated that the Act contains other defects which require amendment.

"So it is not unnatural that in the twenty-seven years of the life of this Act it has been amended five times, and numerous other amendments have been proposed to Congress and are now pending before Congress. Hence the legitimate food and drug manufacturing industry of this country must take the sound position that the Act does require certain constructive revision, and that the only objection that can be properly offered to this bill is to the question of its form, where that form is objectionable. There can be no objection, as I say, to the major provisions against false advertising, filled containers, and so forth. The objection as to form falls into two classes; first, the objection against unduly broad or indefinite language; and, secondly, an objection against provisions which are unsound in principle and public policy as such.

"I will cite two illustrations at this time of the objections that we have in mind. First, as to an objection against the form of this bill upon the ground that it is unduly broad.

"I will cite as my illustration Section 9-a on page 12. That section relates to false advertising and defines it as a duplicate of Section 6-a in respect to the label. This section and Section 6-a provide, in effect, that a food or a drug or a cosmetic is misbranded or falsely advertised if its label or advertisement or ambiguity or inference creates a misleading impression regarding the product.

"My objection, and the objections

of the industries that I represent, center around that word 'impression.' An impression is a state of mind or a reaction or a feeling on the part of the purchaser which may be wholly apart from the facts of the advertisement or the label; any purchaser may have an impression, a misleading impression, regarding a product which arises solely out of his own ignorance or his own stupidity or his own misunderstanding or his own misreading, or whatever the situation may be, wholly apart from the fact as to whether or not the label or advertisement is false in fact.

"So that as a result of this bill in its present form the Government would be empowered to condemn a food label or a food advertisement, or a drug label or a drug advertisement, upon the ground that it created a misleading impression in the mind of the consumer and regardless of the fact that the label or the advertisement might be wholly true in fact.

"Let me give an illustration: You may get the impression for some reason that I am a thief. Whatever the reason for that impression may be, let us assume that it is an entirely erroneous impression. Upon the theory of this bill I could be put in jail because of your impression. Now, it is perfectly obvious that I should not be condemned for violating a law against thieving unless it is proven in fact that I have stolen. That little illustration goes to the point of our objection against this bill.

"We believe the provision here as to both the label and the advertisement should be written in somewhat this form: That a label or an advertisement is false if it is false or injuriously misleading in fact in any material particular relating to the purposes of the Act. That is a sound public policy and a sound declaration which is entirely equitable, so far as the industry is concerned, and amply answers the public need against false advertising and false labeling.

"Of course, if this is a material particular it should not be considered. If it is not related to the purposes of the Act it should not

be considered. But if this touches in fact the consuming public of this country it should be condemned.

"Those are sound principles of food and drug law control which have been laid down for years in this country.

"Now I go on the second broad objection against this bill, namely, the insertion of provisions which are unsound in principle and public policy in our view, and I will cite as an illustration of our objection the provision which runs throughout this bill from start to finish giving the Secretary of Agriculture practically unlimited administrative power which has the full force and effect of law.

"Now, that provision reverses completely the public policy of the present Act, and, broadly speaking, reverses the public policy of the food and drug law of this country as it has existed down to this time. It also is directly contrary to the public policy expressed by the British Food and Drugs Act and the Canadian Food and Drugs Act.

"For example, the public policy of the present Act is substantially this: To set up a general requirement in the Act with which the manufacturer must comply; and, on the other hand, to give the Secretary of Agriculture administrative power to enforce that requirement; but when he comes into court the burden of proof is upon the Government to establish that the law has been violated. That is the present public policy of the present Act and it is the public policy that has existed from the very beginning with respect to the food and drugs law of this country, generally speaking.

"The public policy of the proposed bill is just the reverse of that. It is to give the Secretary the power broadly to make administrative findings and decisions in the

administration of the Act, which findings and decisions shall have the force and effect of law. So that when a manufacturer or other person who is charged with the violation of this law goes to court, instead of the burden of proof being upon the Government to establish that he has violated the statute, according to the rules of evidence, he is faced with the situation where the burden of proof is upon him to establish that the administrative decision or finding of fact is wrong.

"Now, the decisions of the United States Supreme Court have very broadly sustained administrative power with respect to decisions and findings of fact; and it is almost impossible, in a practical sense, broadly speaking, to everywhere get those administrative decisions and findings under a broad statutory power.

"So that the effect of the whole thing with respect to this provision is to substitute the opinion of the Secretary of Agriculture for the judgment of the court or the jury in the final analysis.

"We believe that is a fundamentally unsound public policy: that it is not consistent with the principles of the common law, with the principles of the law as it has been developed in this country, and that it is not a proper provision to write into this Act.

"I think I express the opinion of the legitimate food manufacturing and drug manufacturing industries of the country when I say that it is our duty at this time to constructively co-operate with the Committee and with the Government to revise this bill, simply to make its form sound, and at the same time to preserve its high purposes of protecting the public health and safeguarding the public health from injurious foods and drugs."

## Why Brands Are in Danger

CHARLES COOLIDGE PARLIN, manager of the Division of Research of the Curtis Publishing Company, spoke before the Tugwell hearing as a representative of the National Publishers As-

sociation. His remarks were directed at two features of the bill:

1. The definition of false advertising.
2. The provision authorizing the establishment and promotion of

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One of the largest and most complete  
existing plants in the United States

## Day and Night Operation

*The best quality work  
handled by daylight*

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands.

### Printing and Advertising Advisers

We assist in securing catalogue compilers, editors, advertising men, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

## Catalogue and Publication

### PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPEERS

**Make a Printing Connection with a Specialist  
and a Large and Reliable Printing House**

#### OUR SPECIALTIES:

(1) Catalogues

(2) Booklets

(3) Trade Papers

(4) Magazines

(5) House Organs

(6) Price Lists

(7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

#### TYPESETTING

(Linotype, Monotype and Hand)

#### PRESSWORK

(The Usual, also Color)

#### BINDING

(The Usual, also Machine Gathering, Covering and Wireless Binding)

#### MAILING

ELECTROTYPEING

ENGRAVING

DESIGNING

ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing  
the Highest (Inquire Credit Agencies and  
First National Bank, Chicago, Illinois)

### Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

### Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

### Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

**Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.**

Let us Estimate on Your Next Catalogue  
or Publication

*(We Are Strong on Our Specialties)*

## Printing Products Corporation

#### Executives

LUTHER C. ROGERS, Chairman  
Board of Directors

A. H. SCHULZ, Pres. and Gen.  
Mgr.

W. B. FREELAND, Sec. and Treas.

H. J. WHITCOMB, Vice Pres.

Publication Sales

J. W. HUTCHINSON, Vice Pres.

Catalogue Sales

### Catalogue and Publication

### PRINTERS

Polk and La Salle Sts., Chicago, Ill.

Tel. WABASH 3389—Local and Long Distance

Grade A, B and C on foods. Speaking in protest of the grading provision, he said in part:

"For the span of more than a generation, a considerable number of publications have made a sincere effort to protect their readers against unworthy products and untruthful advertising. These publications will lose little if any revenue by legislation that puts the Chamber of Horrors out of existence. If that was all that Senate Bill 1944 was designed to do, these publications would not today appear in opposition to the measure.

"It is because this bill has provisions which they believe will damage the whole structure of national advertising and will bring serious harm to consumers, to manufacturers and to publishers and which they believe will throw thousands out of employment, that they join their voices with those of other publicity interests to express their most emphatic protestation against Senate Bill 1944 as it is now drawn.

"The bill, as we understand it, makes it possible to establish for canned fruits, canned vegetables and other food products, grades above sub-standard, and we understand that it is the intent of the Department of Agriculture, if this bill passes, to establish Grade A, Grade B, Grade C, and require every manufacturer to mark his grade on every can and package.

#### *Outlines Six Objections to Section*

"We strongly object to the Section as it stands for six reasons:

##### *"1. Foreign to Title.*

"We object, first, to the grading plan because it is wholly foreign to the title. The title deals with adulterated or misbranded foods, drugs and cosmetics; false labeling and false advertisement. This plan has no relation whatever to public health. Minimum grades may have justification on the grounds of health, but grades above minimum standard have no relation to public health and never should have a place in this bill.

"By no stretch of the imagination can one find authority in the

title (outside of the words 'for other purposes') for establishing Grade A, Grade B and Grade C and for using Government publicity to urge people to buy by these grades instead of by advertised brands. The title gives no hint of a bureaucratic control of the entire food, drug and cosmetic industries and of the advertising industry as well (so far, at least, as advertising in these classifications is concerned).

##### *"2. Not Seen in Cursory Reading.*

"We object to the grading plan, second, because such a grading plan cannot be found by a cursory reading of the bill and is entirely different from what many people have understood from Professor Tugwell's—"

**THE CHAIRMAN:** "By the same token, Mr. Parlin, I suppose a lot of other things could be read into the bill."

**MR. PARLIN:** "That is what I am afraid of. We want you to rewrite it, Senator. We think after you have re-written it we will come down here to talk for it. Do you wish me to go on with my argument?"

**THE CHAIRMAN:** "Go ahead."

**MR. PARLIN:** "I would like to tell you what is the matter with this as we see it. We object to the grading plan, second, because such a grading plan cannot be found by a cursory reading of the bill and is entirely different from what many people have understood from Professor Tugwell's exposition of the section to be the significance of the provision.

##### *"3. Unenforceable.*

"We object to the grading plan, third, because the provision for grading is unenforceable. Competent attorneys are agreed that such provisions are unenforceable. The difference between Grade A and Grade B is largely a matter of judgment and to try to put a man in jail for putting Grade A on a can where the Secretary thinks it should be Grade B, can produce only a hopeless mess. Possibly you could convict a man for putting Grade A on his can if he consistently put up only Grade

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#### "4. Would Injure Consumers.

"We object to the grading plan, fourth, because the grading provision would injure consumers by grading down.

"The Secretary cannot by edict control the quality of a crop either in one year as compared to another, or as to normal differences in various sections of the country. He will have to make Grade A low enough so that practically all canners in all seasons in all parts of the country can get a consequential part of their crop under Grade A. The practical effect of Grade standards would be a grading down to the minimum set for each grade.

#### "5. Would Threaten Existence of Newspapers and Magazines.

"We object to the grading plan, fifth, because the plan for Food Standards accompanied by 'Voluntary Inspection' and 'Publicity' threatens the very existence of newspapers and magazines.

"The plan proposes to substitute Government grades for advertised brands and to substitute Government publicity for manufacturer's advertising. The immediate objective is to apply this to food advertising, the next step presumably is to apply the plan to drugs and cosmetics which are already included in the Voluntary Inspection provisions and the ultimate aim, I presume, is to apply the plan to all advertising.

"Newspapers and periodicals quite universally are sold for less than they cost; they depend upon advertising revenue not only for their profits but for their existence. So essential is this advertising revenue that a loss of even a minor percentage of their advertising revenue would put most publications in the red, and the loss if long continued would force many newspapers and magazines into bankruptcy.

"In a brief to the NRA, the periodical publishers presented evidence that approximately 90 per

## FOLLOW THE TRADESWING

A wise general, coming against an impregnable point in the opposing line, does not waste effort thereon but turns to more vulnerable points of attack. Now, while trade is slack, turn your selling energy towards new markets. The way is through *Punch*, the paper that is firmly established throughout the English-speaking world, that has an unparalleled hold on the confidence of its readers, and that goes on pulling results, building prestige, through good times and bad. Definite facts and figures are available to prove the undiminished power of *Punch*. Letter after letter from advertisers acclaimed its worth and its true economy. Let us put this evidence before you. Get into touch now with

# PUNCH

*The only high-class weekly in England publishing audited net sales.*

Marion Jean Lyon, Advertisement Mgr., *Punch*  
10, Bouverie Street, London, E. C. 4., Eng.

cent of the periodical publishers were operating in the red. They showed that unlike most industries it would be impossible for them to pass increased labor costs along to others. However, they agreed to accept the burden of increased labor costs in the hope that NRA would bring them increased advertising revenue.

"If on top of those increased labor costs, this bill, especially through this grading provision, brings them material loss of revenue, they are ruined.

"In this situation, you face not an academic question of whether Government publicity is preferable to commercial advertising; you face the hard and alarming fact that the operation of these provisions would be quite certain to throw many publications into bankruptcy.

"The whole American system of merchandising and of publishing is based on manufacturers' advertising.

#### "6. Will Injure the Recovery Program.

"Finally, we object to Senate Bill 1944 because we believe it would work against the success of the National Recovery Program."

SENATOR McNARY: "Is that the Copeland Bill or the Tugwell

Bill you are talking about now?"

MR. PARLIN: "I am still talking about the Tugwell Bill, if you call it that. I don't know what you call it. That is what we call it. We insist on calling it that." (Laughter.)

"Publishers will buy less paper, less ink and less of other supplies and thus additional thousands now employed in making paper, in making ink and other supplies are likely to be thrown out of work.

"But more serious than either or both of these facts, business will lose its stimulation; sales for advertised brands of food, we believe, will decline; farmers and growers, we believe, will find their markets curtailed; many now employed in the food and farming industry are likely to be out of work. The total unemployment resulting from the bill is likely to run into tens of thousands and again may I say that while many will have suffered no one will have benefited.

"May I add that in my opinion no Government publicity directing the public to buy foods by Grade A, Grade B and Grade C can compensate for a lessening or discontinuing of manufacturers' food advertising with the appetizing displays of its color pages."

## Opposes NRA, Says Lynd

ROBERT LYND made this statement at the Tugwell hearing on behalf of the NRA Consumers' Advisory Board:

"I have been summoned over here somewhat hurriedly from a meeting of the Consumers' Board of the NRA. I do not speak for that board because I am speaking only as a member of that board.

"In addition to being a member of that board, I happen to be the chairman of the board's committee on consumers' standards.

"I have been asked to come over and talk briefly as to whether the Food and Drugs Bill proposed is contrary to the NRA as the consumers see it in the NRA Administration. I have jotted down some notes that I will read here.

"This point of view is that the Food and Drugs Act proposed is contrary to the spirit of the NRA for the following reasons. NRA codes are codes of fair competition.

"Now, fair competition today, in view of our elaborate fabrication of commodities that we buy, in view of the use of synthetic materials, in view of the widespread use of packaging, necessarily must include competition in terms of quality as well as competition in terms of price.

"The Agricultural Administration has found that in its milk agreements, for instance, in order to quote prices at all it must first set up standards as to butter fat content.

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chandising a similar need exists for quality standards on which and around which to build price competition.

"Second, the importance of quality definition in the NRA codes is attested by the fact that some producers and growers have actually come to the Code Authorities in the drafting of the codes and have asked for the establishment of quality grades and standards as parts of the codes.

"Among the agreements that have already gone through, such expressions have come and have been incorporated for the following groups: The Citrus Fruit Agreement, the California Rice Mills Agreement, the Southern Rice Mills Agreement, the California Cling Peach Agreement.

"Third, NRA is directed squarely at the stabilization of the industry. Among other things this necessarily entails, does it not, curtailing of chiseling, cheap, sub-standard grades.

"Again, NRA is interested in increasing the buying power, which means that current wages and losses in family buying power, due to mistaken sub-standard buying, must insofar as possible be raised and all possible buying power channeled into commodities that represent honest quality value and use value to the consumer purchasing the commodity.

"Both the Government and industry are required as standard practices to buy, not by style or price, but by quality specifications, through this procedure they save many millions of dollars annually. There has never been an estimate of just how much the saving is, but it is so substantial that buying by standard segregations is the accepted practice today.

"If the NRA stands for fair competition, we consumers submit that fair competition means giving our 30,000,000 families, spending at the 1929 level 60 per cent of our total national income over the retail counters of this country, the same kind of chances that Government in industry now have to know what they are buying.

"The consumer has historically been the man nobody knows here

# RUSH!

## Mister Production Manager

Rush is probably the most important word confronting the Production Department. The Railway Express Rush Label allows your mats and plates to take no chances with closing dates, for it makes sure that they will be picked up and delivered in the shortest possible time with no delay or dawdling en route. Rush with Railway Express means Rush all the way from the time they are picked up until they are in the hands of the consignee—nights and Sundays included.

Add to speed and economy the dependability of Railway Express and you deal three smashing body blows at the ogre of closing dates. We give a receipt and take a receipt from the consignee showing date and hour of delivery.

### NEW LOW RATES ARE:

#### MATS

Pound rates—Minimum 25c

#### ELECTROTYPE

Pound rates—Minimum 25c

#### ADVERTISING MATTER

Printed, Engraved, Etc.

8c Pound—Minimum 15c

Rates include pick-up and delivery in all principal cities and towns.

Railway Express now serves many leading agencies, electrotypers and engravers.

For information or service merely telephone the nearest Railway Express office.

**SERVING THE NATION FOR 94 YEARS**



**NATION-WIDE SERVICE**

in Washington. For the first time, in the NRA and in the Agricultural Adjustment Administration, the Government is recognizing that labor and the consumer and industry are joint partners in the industry of this country. This recognition has taken the form of definite administrative arms in the Recovery Administration.

"Fair competition today means, therefore, not merely, as in the past, fair competition against another industry or merchant, but fair competition against this newly recognized partner in industry, the consumer.

"The Food and Drugs Act, like

the quality standards going into many of the recovery codes, represents a simple and inescapable necessary aid to the isolated consumer in his difficult and otherwise largely helpless effort to compete on equal footing with the vast resources of industry.

"One final point: In urging support of the truth in advertising section of the new Food and Drugs Act, the consumer is simply bringing back to you business men and to advertising men the thing that for twenty years you have been talking about so proudly in PRINTERS' INK and elsewhere, the simple, plain fact of truth in advertising."

## Labor's OK for Copeland

WHILE charges of unfairness were hurled at Senator Copeland of the Senatorial Committee by representatives of the Consumers' Research, it was the general consensus of opinion of people both for and against the Tugwell Bill that the committee conducting the hearing was eminently fair.

Senator Copeland, who asked to have placed in the record all information bearing upon points of view on the proposed legislation, will undoubtedly be interested in the following:

The chairman of the legislative committee of the American Federation of Labor appeared and read several resolutions passed by annual conventions of his organization in the past which indorsed in general terms the spirit back of a pure food and drugs act.

However, the impression was definitely given that the American Federation of Labor was, as a body, back of the present Tugwell Bill. In this connection the following letter, written by George S. Berry, president of the International Printing Pressmen & Assistants Union of North America, and a prominent labor member of the NRA board, will be interesting both to those who attended the meeting and to Senator Copeland.

My dear Senator Copeland,

It is because of the consideration that you are now giving to the Copeland Bill, sometimes referred to as the Tugwell Bill, which causes me to address you.

I have read the records of the American Federation of Labor upon this subject and I find that prior to the last convention of the American Federation of Labor held in Washington, D. C. some general approval of a pure food law was given, and I am compelled to direct attention to the fact that the action of the American Federation of Labor antedated the present draft that is now being given the attention of yourself and associates.

Obviously, the members of the American Federation of Labor and all forward-looking persons are prepared to give support to any constructive and practical measure that contemplates the development of pure food and drug regulation. The difficulty about a matter of this kind is that we are too often persuaded by rather fanatical conclusions instead of practical conclusions and I want to register my objection to extending the provisions of the so-called Tugwell Bill to a point that would be disastrous to legitimate business and scientific experimentation.

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Of course, we are all in possession of evidence justifying our condemnation of certain utterly unsound cure-all remedies and because of this I do not feel that we should become top-heavy in our attempts to remedy the rather insignificant absurdities at the expense of legitimate business enterprises.

We have had some experience in practical legislation in the Prohibition field, the suffering attended to this experiment both in the physical and financial aspect is shocking to our sensibilities, therefore, I am urging, not only as a member of the American Federation of Labor but as a citizen that extreme caution be applied in the consideration of your so-called Tugwell Bill and in this, I must admit that I do not

believe that we should over-reach the proprieties of our democratic form of government by attempting to stifle initiative in the field of business and scientific endeavor.

With kind personal regards, believe me to be,

Sincerely yours,  
(Signed) GEO. S. BERRY,  
President.

\* \* \*

It is respectfully suggested to Senator Copeland that the Berry letter, together with the editorial in this issue of PRINTERS' INK concerning Jones Dairy Farm sausages, should be made a matter of official record before the Senatorial Committee resumes discussions of the Tugwell Bill.

\* \* \*

### Now Thorsen & Ritchie

Thorsen & Thorsen, Inc., and Frank W. Ritchie & Co., Inc., insurance brokers, have consolidated under the name of Thorsen & Ritchie, Inc. Headquarters will be at 1 Park Avenue, New York.

### Gets Shoe Account

The Central Shoe Company, St. Louis, Robin Hood and Gold Standard Shoes, has appointed Jimm Daugherty, Inc., of that city, to direct its advertising account. Business papers, radio, newspapers and direct mail will be used.

# HERE'S A SAFETY VALVE

## for high-pressure jobs

► Let Air Express take the curse off next year's crop of rush jobs. It's fast, dependable to begin with. Cuts shipping time so you can now have those extra hours that mean so much to a finished job. 20 hours between coasts—4½ hours from Chicago to New York are typical of the speed with which Air Express covers the ground between 85 principal cities on

the country's leading air routes. Fast rail connections extend this high speed service to 23,000 other Railway Express Agency points. Pick-up and special delivery in leading towns included in the low rates. Duplicate receipts check both delivery and shipping time to the minute. Call your nearest Railway Express Agent today for rates and time schedules.



**AIR**  
EXPRESS  
DIVISION OF  
RAILWAY EXPRESS AGENCY  
INCORPORATED



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to believe that an actual Miss Mary wrote the message revealing that she likes her sausages plain, or that a real Mrs. Alan suggested an idea about sausages for bridge, or that a flesh-and-blood Mrs. Edward, herself and in person, advocated sausage stuffing, or even, indeed, that an existent Miss Betty takes hers with scrambled eggs.

And, finally, the signature—Jones Dairy Farm: That's not only inaccurate, but maybe it's illegal. For, by official definition, a farm is a *dairy farm* only if 40 per cent or more of its output is milk!

Now it happens that the Jones Dairy Farm is owned by Joneses. The head of the business is none other than Alan Jones. Mr. Jones writes a patient letter to the Bureau of Animal Industry. He tries to make it clear—poor man!—that *all* the best little pigs go to Jones. He points out that the Jones farmhouse isn't mentioned in the copy; and he scarcely believes that anyone with a grain of sense could conclude that the kitchen is the factory.

He proves that each of the recipe-supplying Jones is alive, and is related to him. And finally, about the milk—the farm does produce enough of that to supply, amply, the colony of Jones families that live there.

Meanwhile, however, the Jones advertising is suspended. Alan Jones is a man of peace. Rather than fight—and if he *would* fight, whole galleries of advertisers would cheer—he directs his agency to revamp his copy to the satisfaction of his censors.

And then the bureau changes its mind—and tells Mr. Jones he may resume his advertising along its original lines!

We hear echoes of laughter on Mount Olympus. For here is comedy of the kind the gods so dearly love—bitter comedy that shakes Olympian sides at the spectacle of human stupidity. Are

our bureaucrats stupid? They have answered—again—for themselves. But far more stupid are the rest of us for tolerating bureaucracy.

The system is incredibly absurd—and worse. It was Shaftsbury who set it down as an axiom—and no doubt he borrowed the thought from someone before him—that "that which will not bear raillery is suspicious."

### *Going Back to Sinai*

General Johnson just cannot understand why Congressman James M. Beck, that great authority on the United States Constitution, looks upon the NRA's Blue Eagle as "a symbol of economic bondage."

There are many who will agree with the General, including the steel manufacturers. These gentlemen have found their NRA code to be so efficacious and beneficial that they hope it will be made permanent.

But, as usual, the General overplayed his hand when referring to Mr. Beck's attack. In an address before the National Association of Manufacturers in New York the other night, he delivered himself of the strange sentiment that if the Blue Eagle is what Mr. Beck says it is, "then the Ten Commandments are a symbol of social bondage and the Star of Bethlehem and the Golden Rule are stigmata of slavery."

Why not say that the NRA was literally handed down by God and be done with it?

Dragging Mount Sinai and Bethlehem into a discussion of this economic subject portrays a spirit that has been all too common among certain attaches in the Roosevelt Administration—outstandingly great as the accomplishments of that Administration have been. If this thing goes on much farther, mere *lese-majeste* will become a mortal sin and every brain trust and bureaucrat will

be adjudged as being endowed with Divine wisdom.

The NRA is staggering under a heavy handicap because of such ill-judged utterances on the part of its builder, General Johnson. The country is fortunate, though, in that the NRA is probably inherently good enough to succeed in spite of them.

**The Case of Mr. Peek** Secretary Hull was fast on his feet and even faster in his thinking when the brain trust attempted to run the State Department, and Professor Moley departed to other fields.

George N. Peek is as agile in both of these respects as is Secretary Hull. But, as head of the Agricultural Adjustment Administration, he was only an underling in the Department, so to speak. So now he has to walk the plank while Professor Tugwell stays.

President Roosevelt prized Mr. Peek's services and wanted to keep him. He called him, Secretary Wallace and Professor Tugwell over to the White House and tried to adjust the differences. His effort was vain; the dilettante classroom influence prevailed against the wish to handle a business project in a business way.

Too bad the President did not think to call in Phil Thomson as mediator extraordinary. Mr. Thomson has presided over enough meetings of the Audit Bureau of Circulations board of directors to make him adept at handling potentially explosive situations in a way to make everybody happy.

Thus the brain trust for the moment is unquestionably regnant in the Department of Agriculture. And how the members of Congress will love this when they get back on the job next month!

Meanwhile, there sits Professor Tugwell in scholastic majesty and Mr. Peek is shelved in the State Department.

**The Buyers Are Aware** In the fluttery and fervid December weeks that precede Christmas, you have seen a retail toy department. You know what it's like.

Visualize, then, the currently reverberating toy department of a gigantic store in New York. The department is crammed with clawing humanity. Salesgirls, harassed and hounded and heckled, yell piercingly for Mr. Goldfarb; and boutonniered but perspiring floor-walkers twinkle from place to place and contrive, somehow, to hold their stagey smiles the while they disentangle yowling little boys from velocipedes and declutch grim-faced little girls from displays of little dishes.

Constantly, the customers crowd counter-ward, straining, struggling to exchange money for merchandise. And every section rakes in the cash.

Every section, that is, save one. And that one languishes, shunned, unpatronized, unhonored by the milling mob.

Behind its shiny stacks of goods stands a lonely young man. If a customer were to come to buy, he would be a salesman; but no customers come.

His shiny stacks of goods are banks—neat, efficient-looking little banks that are their own mechanical bookkeepers. They are self-registering savers.

But the customers look at those banks, and pass them by.

And their passing is the fault of neither the spirit nor the helpless salesmanship of the lonely young man. He has collided with what can best be described as a social phenomenon.

Americans, this Christmas, aren't saving. They're spending. That's one fact. And another fact is that Americans, having read their newspapers, now harbor the conviction that bank ownership is a dangerous thing.



*An*  
*Advertiser Explores*  
**THE NATIONAL GEOGRAPHIC**  
*He Discovers WIDESPREAD INTERESTS*

He is excited. In a typical American community of 10,000 families, he discovers that 63.8% of the women's-club members, 48.3% of the golf-club members, 34% of the athletic-club members, 43% of the officers and directors of banks, 40% of the hospital staff, and 80% of the board of education are members of The National Geographic Society and thus enthusiastic readers of *National Geographic Magazine*.

His quest doesn't end. He discovers that *National Geographic* readers are important new-car buyers in the community; that 42.7% of the cars in the price group of Cadillac, La Salle, Lincoln, Packard, Frank-

lin, and Pierce Arrow; 23.8% of the cars in the price group of Chrysler, Buick, Nash, Studebaker, Hupmobile, Reo, Graham, and Willys Knight; that 20% of the cars in the price group of Dodge, Oldsmobile, Pontiac, De Soto, Auburn, and Hudson; and that 15.3% of the cars in the price group of Ford, Chevrolet, Plymouth, Essex, Willys, and Rockne were bought by *Geographic* readers.

What widespread interests! What a broad market! Your advertisements in *National Geographic* will reach a million leading, SPENDING families at extraordinarily low cost . . . Explore!

# Four-Year Record of December Advertising

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Dec.
Fortune	79	49,997	29,043	43,529	42,581	388,660
Town & Country (2 in.)	49	32,975	30,963	57,590	79,058	325,502
Vanity Fair	41	26,172	17,437	33,294	50,957	178,164
N. Y. Met. Edition	50	31,532	19,096			212,153
House & Garden	39	24,364	20,245	29,380	48,843	229,084
N. Y. Met. Edition	47	29,466	24,276			292,888
The Spur	33	22,106	26,990	a53,463	a97,524	219,546
Cosmopolitan	50	21,316	16,155	20,223	34,382	258,684
The Chicagoan	28	18,816	22,078	23,496	a19,440	212,822
Atlantic Monthly	82	18,346	11,686	18,795	24,236	83,276
Harpers Magazine	82	18,340	14,644	22,792	27,300	111,580
American Magazine	39	16,593	17,192	22,099	32,069	211,135
Boys' Life	23	15,903	13,831	24,480	28,635	107,072
Motion Picture	36	15,480	9,285	9,943	14,445	160,770
Yachting	36	15,444	14,114	24,324	31,874	215,184
Movie Classic	36	15,435	8,659	8,686	9,375	157,661
Country Life	23	15,402	14,172	23,133	47,302	172,192
Popular Mechanics	66	14,894	15,848	21,742	26,656	141,090
Motor Boating	34	14,823	16,848	38,448	46,386	232,177
Nation's Business	31	13,215	9,592	24,171	35,957	164,755
The Sportsman	20	c13,139	10,941	18,496	33,496	132,191
Popular Science Monthly	31	13,105	13,101	19,121	22,187	110,808
Shadoplay	27	11,739				b83,998
Redbook	25	10,787	10,003	10,761	11,601	151,404
The Instructor	16	10,692	9,575	10,596	13,953	127,538
Christian Herald	15	10,512	11,656	12,498	c14,515	119,099
House Beautiful	17	10,428	7,573	12,851	23,009	96,797
New Eng. Edition	24	15,089	15,631			160,709
N. Y. Met. Edition	19	12,261				d95,060
Polo	15	9,954	9,912	11,256	10,080	118,806
Scribner's	23	e9,806	c10,605	11,043	18,998	70,332
Modern Mechanix	43	9,579				86,386
Screenland	22	9,379	6,120	5,513	10,328	96,767
American Boy	14	9,289	10,632	13,489	22,677	80,425
Home & Field	15	9,207	8,539	13,467	10,220	117,359
Open Road for Boys	21	8,997	9,389	9,820	12,628	75,694
Silver Screen	20	8,775	5,504	8,238		87,456
Physical Culture	20	8,591	13,479	17,881	14,792	104,904
Forbes (2 Nov. is.)	20	8,511	15,481	18,547	27,972	f103,403
Life	20	8,398	6,404	8,007	c12,662	75,160
Field & Stream	19	8,294	7,691	9,937	13,013	113,139
Sunset	19	7,989	5,555	7,007	7,704	81,102
Radio News	19	7,965	7,465	11,174	12,159	71,744
Travel	12	7,862	8,374	8,086	8,453	74,468
Uni. Model Airplane News	18	7,836	8,982	5,737	8,189	57,430
American Rifleman	17	7,363	7,366	6,570	5,908	81,249
Better Homes & Gardens	16	7,284	7,452	8,413	10,568	147,689
Screen Romances	17	7,250	4,774	6,578	6,149	65,530
American Home	11	7,152	4,159	8,532	23,816	74,170
N. Y. Met. Edition	17	10,538	6,042			109,867
Real Detective	16	6,985	6,857	7,150	9,581	70,536
The Grade Teacher	15	6,801	5,901	7,123	7,849	83,419
The Forum	16	6,742	8,580	11,232	13,299	58,127
Film Fun	15	6,634	5,434	6,721	6,416	55,649
Rev. of Rev. & World's Work	15	6,454	7,408	11,109	18,181	77,643
American Golfer	10	6,188	7,880	11,426	17,338	84,547
Modern Living	15	6,166	4,920	7,187	4,340	61,908
Dream World	14	5,854	6,670	7,186	8,977	67,708
Extension Magazine	8	5,716	8,648	9,149	6,425	95,895
National Geographic	23	5,461	6,291	6,986	11,305	66,984
Outdoor Life	13	5,417	5,187	5,891	7,497	76,662
Psychology	13	5,369	6,708	5,812	8,542	57,331
American Mercury	24	5,339	4,332	7,396	8,227	34,034
National Sportsman	12	5,129	6,280	7,462	8,539	74,785
Mag. Wall St. (2 Nov. is.)	12	5,107	3,981	5,363	g14,444	f57,603
College Humor	12	5,081	5,617	9,723	8,580	55,338
True Experiences	12	4,989	2,060	7,216	9,211	56,398
Elks Magazine	12	h4,957	h4,684	5,108	5,624	55,237
Arts & Decoration	7	4,788	6,048	23,100	#7,124	68,867
St'tling Detective Adventures	11	4,758				48,433
Sports Afield	10	4,499	6,152	7,039	5,369	83,211
Picture Play	10	4,433	5,898	7,293	5,067	54,560
Judge (Nov.)	10	4,401	5,109	i15,031	j13,052	f49,072
St. Nicholas	10	4,204	4,932	9,829	7,722	36,380
Hunting & Fishing	10	4,183	4,649	6,232	6,212	60,952
New Outlook	10	4,060	7,442	k5,258	k6,850	57,542
American Legion Monthly	8	3,582	4,951	6,612	7,037	56,696
Munsey Combination	16	3,574	2,128	2,912	3,136	25,824
Golden Book	16	h3,573	h2,752	h6,110	15,333	32,656
True Detective Mysteries	8	3,379	3,700	8,383	15,218	27,978
Asia	8	3,294	3,870	3,832	4,680	30,044
Dell Men's Group	14	3,136				26,867

(Continued on page 112)

1933  
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 8 325,502  
 7 178,164  
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 4 219,546  
 2 258,684  
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 26,867

## Two reasons why FORTUNE leads\* all general monthlies:



Note in column to extreme right  
 total lineage for year, and, on  
 next page, how FORTUNE stacks  
 up with the women's maga-  
 zines, and even with weeklies  
 (52 issues to FORTUNE's 18).

1. Because advertisers have discovered that FORTUNE is not regarded as a luxury by its readers, but has become a necessity. . . . So authoritative, so timely, so revealing are its stories that the ablest and best informed people in America find they cannot afford to miss them. . . . Probably a large proportion of FORTUNE's subscribers would gladly pay \$10 a year for FORTUNE's stories even if they were inelegantly mimeographed on wrapping paper and served up without benefit of illustration.
2. Because advertisers have seen FORTUNE's circulation climb from 56,000 at the end of 1932 to more than 75,000 at the close of 1933, with virtually no effort on the part of its publishers—and without any increase in advertising rates.

**\*Significant of better business: FORTUNE for December, 1933, carries more advertising than any other December issue in FORTUNE's four years of existence. . . . The same will be true of the January, 1934, issue, which carries 63½ pages of advertising as compared with 32½ pages for January, 1933.**

# Fortune

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Dec.
Scientific American	7	2,992	4,463	4,550	5,734	36,271
American Forests	7	2,940	1,960	2,520	4,305	34,945
Street & Smith's Big 7 Group	12	2,688	2,128	2,240	3,416	23,520
Current History	12	2,674	3,256	2,902	2,830	29,520
Nature Magazine	6	2,584	2,850	5,037	6,129	30,694
The Lion	4	1,575	1,815	2,610	3,814	24,908
Rotarian	4	1,563	2,482	2,629	4,145	28,758
Street & Smith Comb.	6	1,344	1,120	1,120	1,232	12,572
Blue Book	3	1,608	1,005	1,762	1,199	8,396

Totals 819,067 731,293 1,039,447 1,396,076 8,469,608  
a Two Is. b June-Dec., 1933 linage. c Four Is. d Apr.-Dec., 1933 linage. e Larger Page Size. f Jan.-Nov., 1933 linage. g Three Nov. Is. h Smaller Page Size. i Four Nov. Is. j Five Nov. Is. k Five Is.

### WOMEN'S MAGAZINES

Vogue (2 is.)	90	57,273	51,262	76,058	83,259	606,060
Harper's Bazaar	71	48,001	47,464	53,790	67,595	484,571
Ladies' Home Journal	68	46,353	42,972	52,477	59,901	520,494
Woman's Home Companion	61	41,665	34,607	35,826	45,259	471,585
McCall's	61	41,545	34,421	38,281	36,780	482,614
Good Housekeeping	88	37,541	36,104	45,431	57,594	476,351
Delineator	37	25,247	23,658	21,494	29,180	310,255
True Story	39	16,806	23,941	23,503	25,775	211,197
Photoplay	35	14,928	11,627	11,943	21,328	168,730
Parents' Magazine	32	13,874	10,135	19,433	18,093	139,972
Pictorial Review	20	13,376	13,207	20,600	26,248	177,651
Tower Magazines	29	12,329	9,489	9,662	8,248	148,971
Modern Magazines	27	11,577	10,586	9,710	<sup>a</sup>	119,231
Household Magazine	14	9,760	9,542	8,962	8,348	125,964
Farmer's Wife	14	9,600	9,569	7,382	10,882	110,101
True Confessions	21	8,726	7,693	9,069	7,914	76,757
Holland's	11	8,547	7,915	9,862	12,779	97,451
Screen Book	20	8,321	6,829	7,430		72,231
Child Life	18	7,685	6,202	11,117	15,806	53,953
Screen Play	18	7,393	7,145	6,885		71,091
Hollywood	15	6,181	6,466	4,848		57,664
Junior League Magazine	14	5,984	8,735	10,335	16,022	57,236
True Romances	12	5,284	7,069	8,842	10,407	69,382
Woman's World	6	3,917	7,217	6,240	7,600	65,323
Needlecraft	5	3,474	4,104	4,041	5,135	50,139
Junior Home Magazine	8	b3,334	b4,991	b8,709	16,225	35,556
Messenger of Sacred Heart	6	1,277	1,666	2,488	2,874	23,742

Totals 469,998 444,616 524,418 593,252 5,284,272  
a No Is. b Smaller Page Size.

### NATIONAL WEEKLIES (4 November Issues)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 *Jan.-Nov.
Saturday Evening Post	197	133,971	110,843	170,283	a272,287	1,281,869
New Yorker	203	87,001	73,680	91,347	a135,550	707,010
Time	152	65,293	49,082	a77,041	81,909	645,137
Collier's	94	63,994	52,312	73,248	a112,214	623,278
American Weekly	31	57,185	58,910	a96,233	a89,720	590,278
Literary Digest	51	22,928	29,806	31,434	a58,971	277,841
Liberty	44	18,970	22,052	20,855	a46,140	205,095
Business Week	42	18,153	a21,905	33,166	28,133	177,406
News-Week	33	13,952				96,003
The Nation	22	a8,150	a6,600	7,800	10,750	70,480
New Republic	17	a6,784	a7,195	6,607	5,648	59,077
The Scholastic	13	5,614	b4,545	b8,895	c10,704	42,871

Totals 501,995 436,930 616,909 852,026 \*4,776,345  
a Five Is. b Two Is. c Three Is.

### CANADIAN (November Issues)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 *Jan.-Nov.
Canadian Home Journal	36	24,933	31,007	27,234	37,749	255,667
Mayfair	35	21,921	28,914	30,874	42,270	226,119
Maclean's (2 is.)	31	21,120	35,278	33,977	50,700	302,325
Liberty (4 is.)	42	18,026				193,146
National Home Monthly	26	17,980	17,773	18,271	28,562	179,698
The Chatelaine	25	17,385	24,556	22,116	18,785	196,295
Can. Homes & Gardens	18	a11,908	14,500	24,819	36,493	154,214
The Canadian Magazine	14	9,519	11,033	b	11,375	133,293
Canadian Business (Dec.)	17	6,953	8,883	9,660	6,670	c94,317

Totals 149,745 171,944 166,951 232,604 \*1,735,074  
a Larger Page Size. b No Is. c Jan.-Dec., 1933 linage.

Grand Totals 1,940,805 1,784,783 2,347,725 3,073,958\*20,265,299

\*The December 1933 linage for the magazines in the National Weekly and Canadian groups will be published in the Jan. 11, 1934 Issue.

1933  
Jan.-Dec.

36,271  
34,945  
23,520  
29,520  
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12,572  
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177,651  
148,971  
119,231  
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110,101  
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72,231  
53,953  
71,091  
57,664  
57,236  
69,382  
65,323  
50,139  
35,556  
23,742  
5,284,272

(es)  
1933  
Jan.-Nov.  
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623,278  
590,278  
277,841  
205,095  
177,406  
96,003  
70,480  
59,077  
42,871

4,776,345

1933  
Jan.-Nov.  
255,667  
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196,295  
154,214  
133,293  
c94,317

7,35,074  
265,299  
d Cana-

Dec. 14, 1933

PRINTERS' INK

113



**SPECIAL  
WHILE THEY LAST  
ONLY \$1.48 PER  
THOUSAND**

# Only 11 Weeks Left to Get This UNEQUALED BARGAIN!

THROWN on the bargain counter—  
1,150,000 tested women buyers,  
known to spend approximately  
\$482,000,000 on themselves every year.

Only until March 1, 1934, will you be  
able to get this tested—and still rapidly  
growing—guaranteed circulation at this  
unheard of price, \$1.48 per page per  
thousand.

Since the beginning of this year, the  
million women buyers of Fawcett  
Women's Group have increased by a  
full 15%. Every bit of this gain is 100%  
voluntary; Fawcett Women's Group is  
now 96.13% bought at news stands.  
Now we are guaranteeing 1,150,000  
circulation, A. B. C.—(October net sales  
actually 1,200,000). If you act now, you  
can get this circulation at the old rate—  
at a saving of \$340.00 per page through-  
out 1934.

150,000 OF THIS TESTED CIRCULATION . . . NOW FREE!

*Fawcett Women's Group*

FAWCETT PUBLICATIONS, INC.

Minneapolis

Chicago

New York

Los Angeles

San Francisco



# The Little Schoolmaster's Classroom

THAT versatile fellow on the radio, the sound-effect man who brags that he's got everything including trains and bells, would have felt perfectly at home amid the advertising of the Eighties. For it, too, had everything, including whirligigs.

To Class-member J. Howard Rhoades we are indebted for the paradoxically lively antique here reproduced, the "curious and beautiful optical illusion, presented by the proprietors of Pears' Soap." It was published in magazine space in October, 1887.

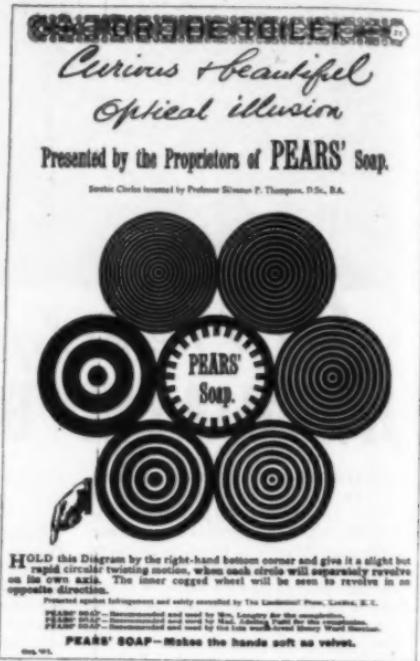
For the benefit of those members of the Class who haven't had their glasses changed recently, your mentor explains that the tricky rings are acknowledged in the copy as "Strobic Circles invented by Professor Sylvanus P. Thompson, D. Sc., B. A."

By experiment, you'll find that the illusion actually works. On the chance that some of the members, experimenting too intensively, will find themselves too dizzy to absorb the advertising message, it is in order to explain that the advertisement did mention Pears' Soap.

Those three lines of text near the bottom confided that the product had been recommended by Mrs. Langtry and by Mad. Adelina Patti, both of whom had used it "for the complexion," and that it had been recommended, also, by the late Henry Ward Beecher. For what reason Dr. Beecher recommended and used Pears' Soap, the text does not disclose. Perhaps what he had in mind was the relation between cleanliness and godliness.

\* \* \*

The Schoolmaster wants to pass



on to R. M. of Hawthorne, California, some encouraging news.

You may recall that in the October 14 issue of PRINTERS' INK, he wrote under the title: "Paying Salesmen with Commission on Sales Can't Be Justified." He went on to prove the point that inasmuch as factory and office workers get a salary why not the men who sell the product.

Here's what the Schoolmaster overheard by a little excusable eavesdropping in his favorite restaurant the other day:

"I want to hire a good salesman on a commission basis. . . BUT I want to pay him a livable drawing account. I feel that the salesman I shall put on will be a distinctly good investment for my company even though he may not land a sizable order for several weeks. I want him to be in a frame of mind

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to sell my company—constantly. If he is worrying about minor bills, or whether or not the electric light company is going to turn off his lights, how can he be overcome the obstacles that he is certain to meet every day?"

Continuing, the man at the adjoining table said: "A live-wire man perhaps wouldn't want to work on a straight salary—he likes the gamble attached to a salary and commission job . . . he knows that dice throwers sometimes get sevens . . . but his wife and kiddies must eat. While this salesman is gambling his time on a fifty-fifty basis, he is bound to do my company plenty of good—so why should he hold the bag?" \*

For some months, your Schoolmaster has been a close reader of the advertisements of the oil companies. Indeed, susceptible soul that he is, he has taken to reading the copy aloud—to himself, of course, but nevertheless aloud; and when, reading up on gasoline, he has come to those stirring pieces about gauntlets and swords and challenges and counter challenges, he even has accompanied his reading with gestures. No doubt the performance has proved a little puzzling to other commuters on the New York, New Haven and Hartford Railroad.

But now, although he is full of facts about motor fuels, your mentor is compelled to admit that

he just doesn't know *what* to think about oil.

Time was, when, as to almost any product, you could pin your faith on quality. But now out of the Middle West comes a motor-oil advertiser who suggests, dismayingly, that all the talk about premium-priced oil-quality has been, by the most charitable view of the matter, a delusion and, in reality, a snare.

This advertiser advertises impressively, too. In newspaper space he presents a picture of a cylindrical object that might have been something that King Tut's grandfather mislaid in a pyramid. However, the caption explains that the illustration is "an actual photograph of a mistreated piston."

Pointedly, the headline asks: "Are you killing your car with 'kindness'?"

The battered old piston is in a state of bombardment. Men and women are throwing things at it; and the things they are throwing are dollars.

"In buying the 'highest-priced' oil in America," the copy assures the reader, "you may be doing the worst possible thing for your car!"

Science, the reader learns, has been at it again. This time, "cold, relentless science" has established that "yesterday's 'high-priced' oil is not today's 'best' oil"; and "science has changed that with Ring-Free . . . the result of an

# XII

**TWELFTH ANNUAL OF ADVERTISING  
ART, FEATURING THE 1933 EXHIBI-  
TION OF THE ART DIRECTORS CLUB.  
200 ILLUSTRATIONS, 25 IN FULL  
COLOR. PRICE \$6.00. PUBLISHED  
BY THE BOOK SERVICE COMPANY,  
17 EAST 40TH STREET, NEW YORK.**

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng

**GIBBONS KNOWS CANADA**

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

Advertising Agency wants man capable of running Production Department. State reference, experience and salary. "M." Box 141, Printers' Ink.

## Editor-Manager

For local weekly news magazine which now has 8000 circulation. Located in Northern Ohio. Write in full regarding past experience in this field. All replies held in strict confidence. Address "L," Box 140, Printers' Ink.

## Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9	\$40.45	\$61.95	\$148.85
16 " "	74.55	138.85	320.50
32 " "	142.80	220.95	480.80

### Small Publications Desired

Prices Quoted on Other Printing

**Rue Publishing Co., Denton, Md.**

## There's been a lot of talk about premiums, but—

hardly a month passes that some new premium advertiser doesn't find Printers' Ink Monthly productive of quality response.

Said one of the November issue advertisers: "Response from all over the country. Orders already developed from two leading firms in their respective industries."

Another advertiser writes: "Closed a small trial order with the Spokane office of the..... Insurance Company that pleases us greatly . . . it will be used in connection with a new policy and we hope if the arrangement proves successful there they will pass on the information to other branches."

amazing, radically new process." Ring-Free, says its distributor—who really seems to think right highly of it—"has endurance, greater by far than high-priced, carbon-forming oils. It produces more lubrication and power, by giving your motor clean lubrication. It reduces gas and oil consumption, by saving the piston rings from carbon strangulation. Moreover . . .

"It has proved its case by exhaustive laboratory tests plus actual road performance in more than a half-million motors. Today, say 'Ring-Free' to any service station listed on this page, and see what happens!"

Ring-Free, the copy further explains, is "not an Eastern oil, not a Western oil, not a blended oil, but a wholly new and revolutionary idea in motor oils!"

Can you wonder that the Schoolmaster is befuddled? But perhaps the Class, being less worked up about it all, will merely wonder, academically, who will answer Ring-Free in advertising space, and how.

\* \* \*

A striking piece of evidence as to the genuine improvement in business comes to the attention of the Schoolmaster in the November 29 issue of *Automotive Daily News*, Detroit, Michigan, which is mainly devoted to the 25th or silver anniversary of General Motors.

The issue is in four sections, totaling 148 pages.

When 112 business houses will purchase more than 80 pages of space in an issue of this kind for the purpose of publishing their congratulations to a fellow industry, then surely business must be good or at least hopeful.

## Appoints Jones & Hawley

*Refrigeration World*, New York, has appointed Jones & Hawley, publishers' representatives, as its advertising representatives in the Chicago and Cleveland territories.

**Fred A. Wish Inc.** Representing over Sixty well-known and capable Cartoonists!  
**12 E. 41<sup>st</sup> St. N.Y.C.** Send for List. Let us quote you on your needs

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**ADVERTISING AGENCY LOCATED IN NEW YORK OFFERS FACILITIES, OR WILL CLEAR FOR AGENCY NOT RECOGNIZED. BOX 560, PRINTERS' INK.**

**MAIL ORDER PRODUCT WANTED BY MID-WESTERN CONCERN IN POSITION TO ASSUME FINANCIAL RESPONSIBILITY FOR ADVERTISING AND SALES. BOX 562, P. I.**

### HELP WANTED

**SALESMEN**  
with following wanted to sell silk screen displays in New York City and vicinity. Best equipped and most modern plant in the East. Box 563, Printers' Ink.

**Young Lady**—experienced in advertising, capable of handling inquiries for advertising material; also of contributing ideas and getting up circulars, etc. Position up-state New York manufacturer. Write Box 559, Printers' Ink.

**DESIGNER WANTED**  
by large manufacturer of metal, glass, and wood display cases. Must have had experience and able to conceive original and unique ideas for effective display. Reply Box 565, Printers' Ink.

**Advertising film salesmen**, free to travel, can make huge earnings selling low priced quality talking films to retail merchants. Company nationally known Hollywood producer. Compensation straight liberal commission. State sales experience. **ADVERTISING FILMS**. Box 176, Hollywood Station, Los Angeles.

**SALES PROMOTION MANAGER**  
Wanted, by Company located in medium sized Massachusetts city, young man (Christian), New Englander and College graduate preferred, between 25 and 30. He must have had actual selling experience, be able to run advertising department, get things done, and actually plan, lay out and write direct mail and booklet copy. Salary to start about \$250 a month. Hard job. Good opportunity. Representative company. This is a job for a young man who is willing to travel and put in long hours helping build up sales of fine product. Write complete information—send no samples. Box 566, Printers' Ink.

### MISCELLANEOUS

**TRACING CARTOONS** for your Mimeograph stencils—30 sheets with hundreds of little cartoon figures to liven up your bulletins. Send for sample sheet. M. S. Bush, 52 W. Chippewa, Buffalo, N. Y.

**EDITORIALS.** New copyrighted series designed to create reader interest and increase advertising subscriptions and income. Series of 26 prepaid \$2.00—exclusive to one paper each town. Satisfaction guaranteed. W. Clement Moore, Moorestown, N. J. 40 Plans for printers in two books for \$1.00.

### POSITIONS WANTED

**Export Sales Executive**; University education; fifteen years' experience; widely traveled; aggressive; seeks connection with manufacturer desiring to promote his foreign business. Box 567, P. I.

**Credit and Office Mgr.** Experienced 13 yrs. wholesale food products & auto accessories. University course on Credits. Well trained & seasoned. Age 32. Married. Protestant. Box 561, Printers' Ink.

**Out of the Trenches by Christmas** Copywriter wants to get back in harness. 30 years old, 12 years' agency experience, including 7 years of copy. Anything in an agency or advertising department. Box 564, Printers' Ink.

**COPY ★ PROMOTION ★ PUBLICITY** 10 years' corking experience—agency—radio—manufacturer—publishing. Young. Imaginative. Sustained productivity. A-1 references. College education. Good personality. Box 558, Printers' Ink.

**A Job Must Be Waiting** for a man with this background: reporter, editor, director of publicity and public relations, advertising research. Wrote one million words of history for the United States Tire Company's roadside "open books" telling the "History of the United States." Author of "Great Markets of America," a book on markets praised by advertising people. Box 557, P. I.

**CAUTION**—Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

**PRINTERS' INK** acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

# Equipment Sales Go Up

Indices Continue to Climb as Confidence Helps Domestic Sales and the Monetary Policy Stimulates Exports

**T**HE most patriotic move any corporation can make," said the Austin Company in an educational-advertising campaign, "is to patronize the capital-goods industry."\*

Whether specifically inspired or not by that unusual campaign, the users of capital goods are expressing their patriotism in a way highly tangible. The effects of their industrial purchases are broadly spread.

"Industrial purchases to make up for deferred plant maintenance," says the *Journal of Commerce*, "are considered one of the major factors accounting for the present sustained rate of business in several basic lines of industry."

Since 1929, industry has been equipment-starved. In its five-year survey in 1930, the *American Machinist* found that, on the average, industrial equipment was 48 per cent obsolete.

Until April of this year, replacement was virtually nil. In April, equipment purchases moved upward; and, despite the late-summer drop in sales of consumer goods, the chart-line for equipment purchases has risen for every month, including November.

"There is ground for believing," Kenneth Condit, editor of the *American Machinist* and of *Product Engineering*, told *PRINTERS'*

\* "NRA Clarifies the Course for Capital Goods": *PRINTERS'* INK, Nov. 2, 1933, Page 17.

INK this week, "that many companies that feared the sheriff would get them before the Government did, have turned the corner from red ink into black and at last are authorizing the purchases of the machines that their superintendents have been pleading for for more than three years.

"In the third quarter of this year many companies realized profits for the first time since 1930; and many of them know that the fourth quarter will see them in the black, also.

"On information that comes to me directly from twelve key cities every week, I base the belief that December sales of machine tools and metal supplies will surpass November's.

"A point not to be overlooked is that a good proportion of the increase in volume has come from exporting. The drop in our dollar has stimulated overseas business. If the Administration's monetary policy has done nothing else, it has helped the sales of American-made equipment goods in England, France and Germany."

Meanwhile, there is a potential domestic market whose capacity yawns as does the Grand Canyon. One estimate arrives at the conclusion that deferred maintenance in all industries now aggregates \$10,000,000,000; and that replacement needs, created by obsolescence, has added to that respectable total \$20,000,000,000 more.



## Represent Maryland Papers

The Cumberland, Md., *Daily News* has appointed DeLisser, Boyd & Terhune, Inc., as its national representative. Effective December 16, DeLisser, Boyd & Terhune will also represent the Annapolis, Md., *Evening Capital*.

## Has Ric-wiL Account

The account of the Ric-wiL Company, underground conduit systems, Cleveland, has been placed with The Krichbaum-Liggett Company, advertising agency of that city.

## With Los Angeles Agency

M. A. Stoddard, recently advertising manager of the Western Oil & Refining Company, has joined The Mayers Company, Inc., Los Angeles. He was previously engaged in advertising agency work in New York.

## Directs Ganz Sales

George C. Carothers, formerly manager of Home Owner's Institute, has been appointed director of sales for the William J. Ganz Company, New York, producer and distributor of business films.

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# When You Want Results!

*M*ONEY spent on printing these days must be justified by results. And when you want results, the first step is to consult a printer with a record for getting them.

One thing which causes many successful firms to turn to Charles Francis Press, year after year, with printing problems, is the record we have for making good printing produce better results. If your printing is not bringing profitable returns, if you are not getting the most for the dollars spent—when you want results, let us show you what Charles Francis Press can do.

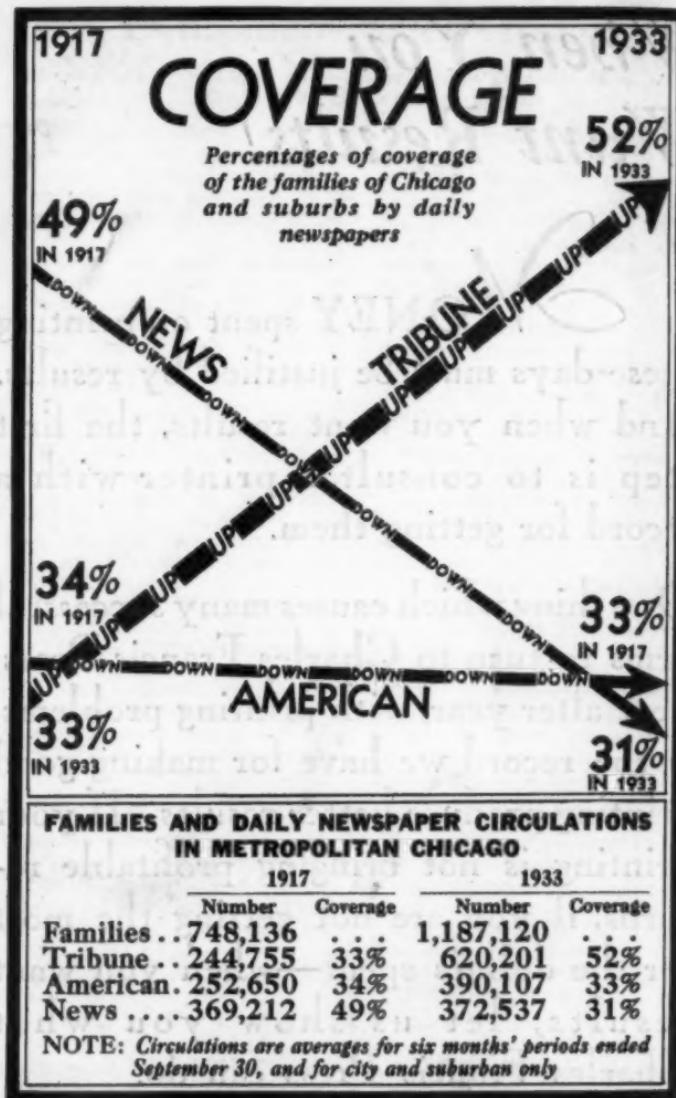


Call MEdallion 3-3500



**CHARLES FRANCIS PRESS**  
461 EIGHTH AVE., at 54th ST., NEW YORK

Dec. 14, 1933



★ THE CHICAGO TRIBUNE REACHES  
620,000 FAMILIES IN CHICAGO AND SU-  
BURBS ALONE—59% MORE THAN ANY  
OTHER CHICAGO DAILY NEWSPAPER.